

FOR IMMEDIATE RELEASE

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Iowa White House Conference on Aging Event to spark statewide conversation about helping older adults maintain their independence

[City], Iowa (June 5, 2015) – Iowans are living longer than ever before, with one out of every five residents now aged 60 or older. That number is expected to grow over the next few decades, with the vast majority of individuals stating they would prefer to age in place, in their homes and communities of choice. To ensure that option is a viable one, a comprehensive network of long-term supports and services will have to be available statewide, and older Iowans will need to know how to access those resources.

Are Iowa communities equipped to offer the wide range of services aging individuals will need to maintain their long-term independence? Do older Iowans and their families know what types of services they need and which ones are available locally? And how will Iowa adapt to ensure its aging population will be able to maintain the highest quality of life possible?

Those questions and others will be the topics of discussion during a special statewide event later this month when [Your organization] partners with the Iowa Department on Aging, AARP Iowa, Alzheimer’s Association – Greater Iowa Chapter, The Hale Group, Iowa Alliance for Retired Americans, Iowa Area Agencies on Aging, Iowa CareGivers, Jewish Family Services, Office of the State Long-Term Care Ombudsman and Older Iowans Legislature to present **“Join the Conversation: Iowa White House Conference on Aging Dialogue”** on Friday, June 26, from 10 a.m. to noon.

The event comes on the heels of Iowa Public Television’s airing of the hour-long documentary “Caring for Mom & Dad” at 7 p.m. on Thursday, June 25, and follow-up panel discussion entitled “Iowans Caring for Mom & Dad: What’s Next?”

With community conversations taking place in Des Moines, Council Bluffs, Cedar Rapids, Davenport, Mason City, Sioux City and Waterloo, **“Join the Conversation”** aims to spark a statewide discussion about issues like the changing dynamics between generations; the challenges of caregiving; the financial considerations of elder care; and the realities of aging, both physical and mental. As Iowans share their thoughts, their concerns and opinions will be documented as part of a report that will be shared with the 2015 White House Conference on Aging.

[Insert quote from individual at your organization that expresses why this event is important to Iowa and your organization’s mission/vision.]

The event is free and open to the public, but seating at each location is limited and registration is strongly encouraged (see sidebar for a complete list of locations). For additional information or to register, call LifeLong Links at 866.468.7887 or visit www.iowaaging.gov/conversations.

SIDEBAR:

The Iowa Area Agencies on Aging are proud to host the statewide community conversations for **“Join the Conversation: Iowa White House Conference on Aging Dialogue”** on Friday, June 26, from 10 a.m. to noon. The event is free and open to the public, but seating at each location is limited and registration is strongly encouraged. For additional information or to register, call LifeLong Links at 866.468.7887 or visit www.iowaaging.gov/conversations.

Des Moines

(Hosted by Aging Resources of Central Iowa)
Iowa State Bar Association Building
625 E Court Avenue
Des Moines, IA 50309

Cedar Rapids

(Hosted by Heritage Area Agency on Aging)
Kirkwood Community College
Heritage Area Agency on Aging
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52406

Council Bluffs

(Hosted by Connections Area Agency on Aging)
Connections Area Agency on Aging
300 W Broadway, Suite 240
Council Bluffs, IA 51503

Davenport

(Hosted by Milestones Area Agency on Aging)
Milestones Area Agency on Aging
935 E. 53rd Street
Davenport, IA 52807

Mason City

(Hosted by Elderbridge Area Agency on Aging)
Elderbridge Agency on Aging
22 N. Georgia Street, Suite 216
Mason City, IA 50401

Sioux City

(Hosted by Connections Area Agency on Aging)
American Red Cross Building
4200 War Eagle Drive
Sioux City, IA 51109

Waterloo

(Hosted by Northeast Iowa Area Agency on Aging)
Northeast Iowa Area Agency on Aging
2101 Kimball Avenue, Suite 320
Waterloo, IA 50702

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[Enter boilerplate language about your organization]

*The **Iowa Department on Aging (IDA)** is an executive branch agency dedicated to making Iowa the premier state in which to live and retire. To meet that goal, the IDA works closely with the Iowa Commission on Aging and Iowa’s six Agencies on Aging to develop a comprehensive, coordinated and cost-effective system of long-term living and community support services that helps individuals maintain health and independence in their homes and communities. More information is available at www.iowaaging.gov.*

*Every decade since the 1960s, the **White House Conference on Aging** has been held to identify and advance actions to improve the quality of life of older Americans. In addition to celebrating the 50th anniversary of Medicare, Medicaid and the Older Americans Act, as well as the 80th anniversary of Social Security, the 2015 White House Conference on Aging is an opportunity to look ahead to the issues that will help shape the landscape for older Americans for the next decade. For more information or to participate in a nationwide dialogue being held on July 13, visit www.whitehouseconferenceonaging.gov.*