



Wider Opportunities for Women



April 2009

MEDIA ADVISORY

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NJ Stakeholders and National Organizations Introduce Innovative Tools and Solutions to Promote Economic Security

Elder Economic Security Initiative Offers a Realistic Measure of What it Takes to Age with Dignity in New Jersey

WHAT: The New Jersey Foundation for Aging, in partnership with Wider Opportunities for Women, is hosting a press conference to launch the New Jersey Elder Economic Security Initiative™ Program (the Initiative), a multi-year advocacy project to promote the economic well-being of elders. Underpinning the Initiative is the Elder Economic Security Standard™ Index (the Elder Index), a realistic, geographically based measure of the income older Americans need to age with dignity.

WHEN: Thursday, May 7, 2009 at 10:00AM – 11:00AM - RSVP to Joan Grangenois-Thomas – 212-627-2404 or joan@makewavesnotnoise.com

WHERE: North Brunswick Senior Center 15 Linwood Place North Brunswick, NJ 08902

WHO:

Margaret Chester, Executive Director, Middlesex County Office on Aging

Grace Egan, Executive Director, New Jersey Foundation for Aging

Ramsey Alwin, Director National Economic Security Programs, Wider Opportunities for Women

Allison Gottlieb, Senior Research Coordinator, Gerontology Institute at the University of Massachusetts Boston

WHY: The data to be presented is a rude awakening—many older New Jersey residents, mostly women, cannot make ends meet, despite reports to the contrary. Older people in communities all over the state are dealing with a rise in the cost of living that far exceeds their income. Data from all 21 counties in the state reveal a persistent pattern of people who are living "on the edge" between what they need and the income they have. What do the numbers show? Why has this happened? What does it mean to live "on the edge"? What can we do about it? The Elder Economic Security Standard™ Index is a realistic measure of what it takes for seniors to make ends meet and live with dignity in their own communities.