



Wider Opportunities for Women



WISCONSIN
women's
network



University of
Massachusetts
Boston.

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MEDIA ADVISORY

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**State and National Organizations Release County-by-County Data
Showing How Much Elders Need to Make Ends Meet**

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

WHAT:

The Wisconsin Women's Network, in partnership with Wider Opportunities for Women, is hosting a press conference to launch the Wisconsin 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 Index), a realistic, geographically based measure of the income older Americans need to age with dignity. This event is taking place during the annual Coalition of Wisconsin Aging Groups convention.

WHEN:

Wednesday, July 9th, 1:00 PM

WHERE:

Radisson Hotel & Conference Center Green Bay

2040 Airport Drive Green Bay, WI

WHO:

Patricia Finder-Stone, Governing Board, Coalition of Wisconsin Aging Groups

Robert Kellerman, Wisconsin Association of Area Agencies on Aging

Representatives from AARP, Alzheimer's Association

Ramsey Alwin, Program Director, Wider Opportunities for Women (WOW)

Alison Gottlieb, Ph.D., Gerontology Institute, University of Massachusetts Boston

WHY:

In this current economic downturn, no segment of the population is struggling more than those 65 and older. The increasing cost of fuel alone is already forcing Wisconsin seniors to make some very tough choices given the impact of the price of oil on food, transportation and the many life essentials that are made from petroleum products. Even some retired baby boomers are feeling pinched, especially if they suffered a sudden change in life circumstances since retiring. Many are just one illness away from true economic hardship. Data from all 72 counties in the state reveal a persistent pattern of people who are "coming up short" between what they need and the income they have. For most, this discrepancy is no fault of their own. Inflation is making it worse daily.

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.

What do the numbers show? Why has this happened? What does it mean to be coming up short? What can we do about it?