



Wider Opportunities for Women



WISCONSIN  
women's  
network



University of  
Massachusetts  
Boston.

July 7, 2008

**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.

**WHEN: Tuesday, July 8, 2:00 PM**

**WHERE:** Washington Park Senior Center  
4420 W. Vliet St., Milwaukee, WI

**WHO:**

*Scott Walker*, Milwaukee County Executive

*Gwen Jackson*, Chair, Milwaukee Department on Aging

*Karen Robison*, President, Coalition of Wisconsin Aging Groups

*Representatives* from the Milwaukee Aging Consortium and other service providers

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

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

**WHY:**

The data to be presented is a rude awakening--large numbers of older Wisconsin residents, mostly women, cannot make ends meet, despite reports to the contrary. Older people in communities all over the state--affluent ones too--are dealing with a rise in the cost of living that far exceeds their income. 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. The 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?