



Wider Opportunities for Women



February 2009

**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  
Minnesota**

**WHAT:** The Minnesota Women's Consortium, in partnership with Wider Opportunities for Women, is hosting a press conference to launch the Minnesota Elder Economic Security Initiative™ Program (MinNEESI), 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:** Tuesday, February 10, 2009 at 10:00 – 11:00 am - RSVP to Joan Grangenois-Thomas – 212-627-2404 or joan@makewavesnotnoise.com

**WHERE:** Minnesota State Capitol, 75 Rev. Dr. Martin Luther King Jr. Blvd., Room 125,  
St. Paul, Minnesota 55155

**WHO:**

**Marie Nelson**, Project Coordinator, MinNEESI

**Bonnie Watkins**, Executive Director, Minnesota Women's Consortium

**Joan Kuriansky**, Executive Director, Wider Opportunities for Women

**Jan Mutchler**, Chair and Associate Director for Social and Demographic Research Gerontology  
Institute, University of Massachusetts Boston

**Cathey Weidmann**, Director of Senior Programs, Anoka County Community Action Program

**Paul Thissen**, (DFL-63A) Minnesota State Representative

**Julie Rosen**, (R-D24), Minnesota State Senator

**WHY:** The data to be presented is a rude awakening—many older Minnesota 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 87 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.