



September 22, 2009

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MEDIA ADVISORY

National and State Organizations Release New Data on Elders' Living Costs

*One in Five Wisconsin Seniors Rely on Social Security Alone
to Meet Basic Needs*

WHEN: Wednesday, September 23, 2009 --- 10:00 a.m. to 11:30 a.m.

WHERE:

Best Western Inn on the Park
22 South Carroll Street
Madison, WI

WHAT: Legislative Seminar and Release of 2009 Wisconsin Elder Economic Security Standard™ Index

WHO:

Sharyn Wisniewski, Wisconsin Women's Network, Madison
Stacy Sanders, Wider Opportunities for Women, Washington, DC
Rob Gundermann, Alzheimer's Association of South Central Wisconsin
Denise L. Grossman, Wisconsin Association of Benefit Specialists
Candace Corbett, Winnebago County Elderly Benefits Specialist

WHY: Wisconsin elders are struggling to make ends meet. Statewide averages show that an elder living in the state needs between \$18,154 and \$25,195 to cover basic living costs, but the average Social Security benefit is just \$15,035. Findings show that many elders are falling short of economic security, including the one in five seniors relying on Social Security alone. For women, the findings are even starker. The Wisconsin Elder Economic Security Initiative (Initiative), led by the Wisconsin Women's Network in partnership with Wider Opportunities for Women, provides a comprehensive framework and tools to shape policy making at the state and local levels. Underpinning the Initiative is the Elder Economic Security Standard™ Index (Elder Index) created by Wider Opportunities for Women and the Gerontology Institute at the University of Massachusetts Boston. The Elder Index shows what it costs for elders of varying housing and health status to be economically secure on a county-by-county basis.