



Wider Opportunities for Women

MEDIA ADVISORY

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

WHAT:

Wider Opportunities for Women is hosting an audio news conference to launch the Elder Economic Security Initiative™, a realistic, geographically based measure of the income older Americans need to age with dignity.

WHEN:

Tuesday, April 29, 2008 at 1pm EST. To register for the audio news conference, contact Joan Grangenois-Thomas at 212-627-2404 or email Joan at joan@makewavesnotnoise.com. Q&A session will follow statements by the speakers.

WHO:

Joan Kuriansky, Executive Director, Wider Opportunities for Women (WOW), a national organization based in Washington, DC, that works to build pathways to economic independence for America's families, women and girls.

James P. Firman, Ed.D., President and CEO, National Council on the Aging.

Shirley J. Wilcher, Attorney Advisor, Equal Employment Opportunity Commission, & former Deputy Assistant Secretary of the U.S. Department of Labor.

WHY:

Most people think the U.S. economy is in recession. That's especially bad news for older Americans, many of whom live on fixed incomes. Seniors are finding it increasingly difficult to live with dignity at a time when actual living costs are widely divergent from traditional measures of income sufficiency.

The Elder Economic Security Initiative™ led by WOW, is a realistic measure of what it takes for seniors to make ends meet and live with dignity.

May is Older Americans Month. The Elder Economic Security Initiative™ will make a compelling story.

Wider Opportunities for Women (WOW) leads two national networks promoting economic security within the United States: the Family Economic Self-Sufficiency Project (FESS) focusing on the needs of low-income working families and the Elder Economic Security Initiative™ program, addressing what income seniors require to age in place. WOW works in 35 states, the District of Columbia, and at the federal level to promote programs and policies that accurately measure the income and assistance needs of families and the elderly. For more information, please visit www.wowonline.org.