

Agency Logo

FOR IMMEDIATE RELEASE— Appropriate date

CONTACT: Staff media contact name and title

Direct dial and/or cell phone / Staff email address

(Your name) to Launch a Campaign on the Health Benefits of Volunteering for Older Adults

City, State— The (Your Agency) is pleased to announce that it is launching a campaign to spread awareness of the fact that older adults may reap major physical, mental and emotional benefits by volunteering for as little as two hours a week. There is a growing body of research that shows that older volunteers may experience a reduction in depression, chronic pain and stress, while improving their mental functionality and even their chances of living longer.

(Your Agency) is undertaking this important initiative by providing public education outreach through client counseling and community events to spread awareness in (Your City/County). We will leverage the n4a publication, “Doing Good is Good for You: Volunteer!” to not only explain how volunteering can strengthen the health and well-being of older adults, but also to provide them with the tools and resources to find the volunteer role that is right for them. This initiative augments the important work we are already doing to provide volunteer positions at our agency and to connect older adults with opportunities in the broader community.

“With older Americans living longer than ever before, the implications of research that shows volunteering can help improve the health and overall quality of life for older adults are profound,” said (AAA Executive Director Name/Title). “We hope that by focusing on this, we will not only educate older Americans about the benefits of volunteering, but also motivate them to take action.”

About (Your Agency)

Mission statement

AAA Name

Street Address

City, State, Zip Code

AAA Website

AAA Phone Number

###