

PRESS RELEASE

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CONTACT: Hannah P. Robinson
Information/Education and Marketing Coordinator
804-343-3046; hrobinson@youraaa.org

Richmond Region Wins Distinction as One of Best Intergenerational Communities for 2015

RICHMOND, VA January 20, 2015 - The Richmond Age Wave Coalition is very pleased to share news that the Greater Richmond Region has been awarded the **2015 MetLife Foundation/Generations United Best Intergenerational Community!** Generations United supports the development and expansion of programs bringing children, youth and older adults together. For more details about the award, please visit:
<http://www.gu.org/OURWORK/Programs/BestintergenerationalCommunities.aspx>.



The Richmond application was spearheaded by the Greater Richmond Age Wave Coalition and supported by various community partners including Chesterfield County, United Way of Greater Richmond & Petersburg, Richmond Regional Planning District Commission, PALETTE, AARP, William Fox Elementary School, Family Lifeline, YMCA of Greater Richmond, Sports Backers and many others. The coalition partners are commended for helping make this award possible for the Richmond Region. An award ceremony will be held on February 11th on Capitol Hill, Washington, DC.

The Virginia Commonwealth University's Department of Gerontology and Senior Connections, The Capital Area Agency on Aging are managing partners for the Greater Richmond Region Age Wave Initiative. This initiative is a coalition which brings together important stakeholders from all sectors of our community (philanthropy, government, business, nonprofit, academia) to prepare for the challenges and potential of our growing aging population over the next 18 years. This initiative is also building awareness, adding academic expertise, and leveraging partnerships with diverse organizations, businesses, service providers, and localities.

A key component of the Age Wave Initiative is GeroTrifecta, the creation of a grassroots advocacy network comprised of students, older adults (seniors) and local community leaders who canvas communities. The purpose of the GeroTrifecta is to raise awareness of community resources, needs and opportunities in aging and to create a means for communicating with various sectors including local governments. GeroTrifecta is also an intergenerational engagement opportunity to inform, empower and invest locally. A second intergenerational component of the Age Wave Initiative is CATCH Healthy Habits. This component engages Senior Volunteers to teach healthy eating and exercise to youth at various community settings. These intergenerational components and other existing partnerships such as the Foster Grandparent Program contributed to the Region's selection for the award.

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About Senior Connections. The Capital Area Agency on Aging: Senior Connections, The Capital Area Agency on Aging is a private, nonprofit organization that promotes active aging through a range of health and wellness activities including 19 Friendship Cafes for meals and activities. The Agency is a managing partner of the Greater Richmond Age Wave Coalition.

About Virginia Commonwealth University Department of Gerontology: VCU's Department of Gerontology supports innovative education for optimal aging by offering a Master of Science (Gerontology) degree, Certificate in Aging Studies and numerous local, regional and statewide continuing education and community engagement opportunities. The Department is a managing partner of the Greater Richmond Age Wave Coalition.