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COUNCIL OF SENIOR CENTERS AND SERVICES UNVEILS NEW NAME

LiveOn NY: Making New York a Better Place to Age

RESPECTED CHAMPION OF THE RIGHTS OF OLDER ADULTS
ALSO ANNOUNCES PLANS TO EXPAND STATEWIDE

(JANUARY 20, 2015 – NEW YORK CITY) The Council of Senior Centers and Services of New York City, Inc. (CSCS) today unveiled its new name, **LiveOn NY** – emblematic of its mission to make New York State a better place to age.

The announcement was made by Executive Director **Igal Jellinek** at the organization's 26th Annual Conference on Aging which brought together more than 450 aging services professionals for a day-long conference on transitions in healthcare, ageism, elder abuse, livable communities, palliative care and other important issues facing New York's senior population.

Founded in 1979, CSCS began as an organization dedicated to advocating for policy change to further the interests of senior centers and agencies in New York City. Today, it is an incubator, shaping the future of aging by developing new ideas that take the form of advocacy, policy and program development. Its programming helps older New Yorkers as they confront ageism, social isolation, the hardships of living on a fixed income, the need for quality and compassionate healthcare and other challenges.

Jellinek said, "For 35 years, CSCS has been New York's leading incubator for developing innovative approaches to aging. Whether through direct services for older New Yorkers, advocacy, technical assistance or training for aging services professionals, we have worked to ensure New York is a place where everyone can grow old with confidence, grace, dignity and vitality.

"Today, with a new identity, a reinvigorated mission and expanded goals, **LiveOn NY** remains committed to improving the lives of seniors and taking care of the generation that took care of us," he added.

In discussing plans for statewide expansion, Jellinek noted that as the needs of older adults grow in New York State, it is critical that **LiveOn NY** also expand its scope.

By 2030, New York's over-65 population will skyrocket to a projected 3.9 million – a 60% increase from 2000 – and will comprise 20% of New York State's total population. As New Yorkers live longer and continue to age in place, the need for increased community-based supports will be essential.

Over the coming months, as **LiveOn NY** plans, develops and implements statewide expansion, it will seek to:

- Build strong relationships with aging service providers around New York State
- Work to ensure better communication systems between service providers and elected officials and policy makers
- Expand advocacy efforts
- Advocate for increased support for all of New York State's community-based services such as elder abuse programs, congregate and home delivered meals, transportation, social adult day care, case management, health and wellness education and caregiving services
- Grow **LiveOn NY's** educational events including the Annual Legislative Conference in Albany and the Annual Conference
- Expand **LiveOn NY's** programs and training opportunities for aging service providers

With a membership base of more than 100 organizations ranging from individual community-based centers to large multi-service organizations, **LiveOn NY's** policy, advocacy and research focus on issues critical to older adults including affordable housing, elder hunger, economic security and community services.

Its direct services have an immediate impact on older adults such as bringing needed SNAP benefits and bill paying assistance to those in need.

Other signature programs include *Marketplace @ CSCS* – a group purchasing program that passes on significant savings and discounts to members for products and services including food, milk, office supplies, FedEx, janitorial supplies and disposables, kitchen equipment, computers, insurance, copiers and printers, phone systems and phone service plans, and much more.

Now in its fifth year, LiveOn NY's *HIV/AIDS and Older Adults Training and Technical Assistance Program* is responding to the growing population of older adults living with HIV/AIDS. Partnering with AIDS Community Research Initiative of America, the initiative brings training and technical assistance to agencies throughout all five boroughs.

The Senior Activators Corp is a program that harnesses the power of individual older adults to make change and influence policy decisions. The unique program

brings older New Yorkers together and trains and empowers them to get involved in public speaking and policy issues.

LiveOn NY also supports community programs and local senior centers by providing capacity building assistance, management training and educational programs.