

From: Elyse Perweiller
Subject: Press Release for Your Immediate Use

**** High Priority ****

Hello, All,

As we get closer to a decision about the FY 2006 Labor/HHS budget and President Bush once again has strongly reemphasized cutting funding for discretionary programs--which includes Title VII for geriatrics, we are up against a real battle. I hope all of you have been writing and calling your legislators as private citizens and that your universities have mobilized their lobbyists on our behalf.

Attached is a template of a press release developed for personalization by your GEC or other geriatric programs. Our goal is to have all our GECs and/or geriatric programs that are funded under Title VII contact their local media outlets and try to get this press release in the paper. It is critical that we ramp up our efforts and get in the media!

Please feel free to use the attached template and insert your name and phone numbers where indicated. If you would like to add something about the impact to your school and your programs and the elderly people you serve, by all means, add that in. The more customized it is for your program or locale, the better.

If you have any questions, please feel free to contact me. Andrea Sherman and I are working to get an op-ed piece signed by Terry Fulmer in the New York Times. I am also in the process of checking out options for press coverage opportunities at the White House Conference on Aging.

We need to get into the media and awaken the public conscience. We cannot ignore the impending age wave and the impact of elimination of funding on the well-being, health care and quality of life of our older Americans! Thank you for your help.

Elyse

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