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**PRESS RELEASE**

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**County and City of Los Angeles Announce Purposeful Aging Los Angeles Initiative**

Los Angeles (May 18, 2016): The County of Los Angeles Community and Senior Services (CSS), in coordination with the City of Los Angeles Department of Aging, AARP, The Milken Institute Center for the Future of Aging, the USC Leonard Davis School of Gerontology and the UCLA Los Angeles Community Academic Partnership for Research in Aging, today announced the launch of Purposeful Aging Los Angeles – an innovative, sustained initiative to make the Los Angeles region the most age friendly in the world.

"I am very pleased that the County of Los Angeles is joining with the City of Los Angeles and leading institutions to launch *Purposeful Aging Los Angeles*," said Supervisor Hilda Solis, Chair of the County of Los Angeles Board of Supervisors. "This landmark initiative will unite public and private leadership from across the County to ensure a better future for older adults and Angelenos of all ages. With an older adult population that is rapidly growing, we must prepare our communities for the future of aging in Los Angeles County. As we make our county more age-friendly, we are expanding our shared commitment to the older adults who contribute so much to our communities."

"Everyone in our dynamic and diverse city contributes to making Los Angeles an incredible place to live, work, and raise a family," said Los Angeles Mayor Eric Garcetti. "That's why today, we commit ourselves to better understanding and meeting the needs of older Angelenos, a growing population that deserves our attention and respect."

"As Director of CSS – the County's lead agency on older adult issues – I could not be more excited to join this distinguished group of leaders to launch Purposeful Aging Los Angeles," said Cynthia Banks, Director of CSS. "Today we celebrate the first step in our journey towards making the Los Angeles region the most age-friendly in the world."

Between 2010 and 2030, the older adult population in the Los Angeles region is expected to almost double, from approximately 1.1 million to more than 2.1 million individuals. This unprecedented aging of the region's diverse population demands bold thinking and action, shared responsibility, and committed public and private sector leadership.

CSS is pleased to announce that as a critical component of Purposeful Aging Los Angeles, the County has joined the AARP Network of Age-Friendly Communities and World Health Organization Global Network of Age-Friendly Cities and Communities. Membership in the Network of Age-Friendly Communities will provide a structured opportunity for the County to examine and enhance current policies, programs and infrastructure in eight domains of livability that include: civic participation and employment, community support and health services and transportation.

As a member of the Network of Age-Friendly Communities, the County will launch a two-year, inclusive planning process that will involve robust engagement of key stakeholders, including older adults, cities within the County, philanthropic organizations, community organizations, businesses, and educational institutions. During the coming months, Purposeful Aging Los Angeles will host or participate in a series of events throughout the Los Angeles region to introduce the Initiative to these constituencies. The planning process will culminate in the development of a three-year action plan for implementation that will strengthen the region's age-friendliness.

"Having the County and City make this great stride in unison is a testament to the urgency and importance of ensuring safe, livable communities for all in the greater Los Angeles region and beyond," said AARP California State Director Nancy McPherson. "We applaud Mayor Garcetti's and Supervisor Solis' recognition of this significant issue and their willingness to bring many knowledgeable partners and experts to the table."

"This is a historic opportunity for the Mayor, his colleagues on the County Board of Supervisors and a wide range of collaborating stakeholders to set the standard for regions with aging populations across America and the world that hunger for new ideas and innovative practices," said Paul Irving, Chairman of the Milken Institute Center for the Future of Aging.

For more information, please visit: [www.purposefulagingla.com](http://www.purposefulagingla.com)

### **About Community and Senior Services**

Community and Senior Services (CSS) is committed to providing services which have positive impacts on the lives of the citizens of Los Angeles County. We investigate abuse claims against our older adult and disabled population. We provide nutrition and other life-enhancing services to older adults. We provide employment services to adults and youth. We work with employers in times of hiring and downsizing. We offer mediation services to avoid court filings. Our Human Relations Commission is dedicated to fostering positive inter-group relations.

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