

Learn more about Eldercare Locator

ELDERCARE.ACL.GOV



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Dear Public Service Director,

As we make our way through the world, we strive to live our best life. We grow, change and thrive. However, we may have questions along the way, especially as we age.

USAgging, a national nonprofit dedicated to serving older adults, people with disabilities and care providers, is committed to building a society that values and supports people as they age. In order to help older adults live with optimal health, well-being, independence and dignity in their homes and communities, USAging is providing a new public service campaign that helps inform audiences about Eldercare Locator, a service to connect older Americans and their care providers with trustworthy, local support resources.

Since 1991, The Eldercare Locator has been linking those who need assistance with state and local agencies on aging, as well as community-based organizations that serve older adults and their advocates. The Eldercare Locator can help connect you to the support you need for assistance related to meals, home care, transportation and more.

We hope that you will help inform your community about the benefits of this service by airing the new PSA titled "**Eldercare Locator**" (:30, :15). The PSA demonstrates how this important tool provides assistance to those who are aging by connecting them with the support they require. The PSA also encourages audiences to call 1-800-677-1116 for more information. We hope that you will air this PSA, which has **no end date for use**, as soon and as often as possible.

For any questions regarding the PSA, please contact our distribution representative, Holly Mule, at Connect360 Multimedia (e-mail: hmule@c360m.com; ph: 212-624-9196).

Thank you in advance for your support of this public service campaign.



Joellen Leavelle
Director, Communications

"Eldercare Locator" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: As you age, you may have questions about finding transportation, healthy meals, or other services around your home and in your community. And the Eldercare Locator has the answers, at one eight hundred, six seven seven, one one one six. Our caring advisors can connect you to trustworthy, local experts, and the support you need to age well at home.

Real people, real assistance, and real connections are just a phone call away with the Eldercare Locator. One eight hundred, six seven seven, one one one six.

FADE SOUND & MUSIC OUT

"Eldercare Locator" (:15)

MUSIC UP AND UNDER

NARRATOR V/O: The Eldercare Locator is here to help you live your best life as you age at home. Our call center advisors are ready to connect you with trustworthy, local experts.

Help is just a phone call away, at one eight hundred, six seven seven, one one one six.

FADE SOUND & MUSIC OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/el

NO END DATE FOR USAGE

Eldercare Locator (:30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=K143353>

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via email at hmule@c360m.com or by phone at: (212) 624-9187.



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locator

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