

Contact: Lindsay Moore, (202) 289-4502 or lmoore@gu.org November 14, 2008

GENERATIONS UNITED'S SENIORS4KIDS INITIATIVE EXPANDS INTO PENNSYLVANIA

Seniors4Kids (www.seniors4kids.org), a civic engagement initiative of Generations United, is expanding into Pennsylvania, joining with Pennsylvania Partnerships for Children to mobilize adults age 50+ to promote high-quality pre-kindergarten for all three- and four-year-olds. With the support of The Pew Charitable Trusts, Pennsylvania joins Kentucky and New York in offering this unique program.

Seniors4Kids engages older adults in support of issues that directly benefit children and youth. Adults age 50+ create statewide networks of community leaders and grassroots volunteers with the common goal of promoting policies that increase access to, and improve the quality of, pre-kindergarten programs.

“Older adults care deeply about children and want to leave a legacy for the future leaders of tomorrow,” said Donna Butts, Executive Director of Generations United. “Seniors4Kids gets older adults engaged and excited about working in the community for a worthwhile cause. We are honored to continue our work with Pew on such a significant initiative.”

Seniors4Kids identifies and trains Captains4Kids, or older adults who serve as on-the-ground advocates responsible for recruiting and engaging older adults. Captains4Kids make themselves visible and heard, encouraging policymakers to develop and implement high-quality pre-kindergarten programs. The program is now searching for Captains4Kids in Pennsylvania. Contact Anne Wise at awise@gu.org or 202-289-3979 to learn more.

Pennsylvania Partnerships for Children aims to improve the health, education, and well-being of the Commonwealth's children. To achieve its vision, PPC seeks substantial gains toward public policy goals which include the following: all children enter school ready to learn; all children have access to health care that meets their needs; and all children are raised in loving and knowledgeable families free from abuse and exploitation.

Generations United, a membership organization of over 100 national, state, and local organizations representing more than 70 million Americans, works to improve the lives of children, youth, and older people through intergenerational strategies, programs, and public policies.