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**GENERATIONS UNITED'S SENIORS4KIDS CAMPAIGN EXPANDS,  
LAUNCHES WEB SITE**

Today, Generations United celebrated the expansion of their popular Seniors4Kids campaign with a launch of the [www.seniors4kids.org](http://www.seniors4kids.org) web site.

Seniors4Kids is a civic engagement initiative that bridges the generations by raising the visibility of older adults in support of issues directly impacting children and youth. Seniors4Kids engages older adult voters in support of state initiatives. Adults age 50+ create statewide networks of community leaders and grassroots volunteers with the common goal of promoting policies that both directly impact children and youth and benefit the entire community.

Seniors4Kids has recently expanded to Kentucky and New York. The new website offers information on how to get immediately involved in promoting high-quality, universal pre-kindergarten; research articles; the latest news; testimonials; photographs from events; and other useful information.

“We are delighted to see the reception that Seniors4Kids continually receives from the public,” said Donna Butts, Executive Director of Generations United. “We know that children who enroll in pre-K are more likely to graduate high school, attend college, and have higher earning potential. And older adults have increased time on their hands and the desire to give back. We simply translated information into action.”

Seniors4Kids is one of many projects that Generations United organizes for the benefit of children, youth and older adults. For more information on Generations United, visit [www.gu.org](http://www.gu.org).

*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.*