



FOR IMMEDIATE RELEASE
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**AARP's LIFE@50+ SELECTS BOSTON'S
GENERATIONS INCORPORATED AS FEATURED NON-PROFIT**

***** Local Non-Profit Tackles Literacy in Boston by Teaming Kids with Adults 50+ *****

—National Event & Expo will Help Raise Awareness, Funds and Recruit Volunteers for Group—

BOSTON, MA (August 22, 2007) – **AARP**, one of the world's largest member organizations, today announced that **Generations Incorporated** is the designated local nonprofit group for Life@50+ | AARP's National Event & Expo. Generations Incorporated is the Boston host of Experience Corps, a national network of organizations that places highly trained volunteers as mentors and reading coaches in public elementary schools and after school programs. Each year, AARP selects an organization to feature at its national event, helping to raise awareness and funds for the group – and to support the community.

“By singling out Generations Incorporated in front of an expected 25,000 attendees at Life@50+, we hope to not only raise resources for the organization, but also help boost the ranks of volunteers making a difference in the lives of Boston schoolchildren,” said Deborah Banda, AARP Massachusetts state director.

Nearly 75 percent of fourth grade students in Boston Public schools are not reading as well as they should. With a dedicated corps of older volunteers, Generations Incorporated is helping students beat that statistic.

During Life@50+, attendees can visit the Generations Incorporated booth in the Exhibit Hall to find out about the organization, and sign up to volunteer. Life@50+ attendees can also purchase copies of *Siamese Sam* (\$10), a children's book written by Generations Incorporated board member Richard Trombetta, and illustrated by students from the Orchard Gardens Pilot School in Roxbury. All proceeds will go straight to the literacy program. In addition to purchasing copies for themselves, visitors can donate a book to a child participating in the Generations Incorporated program.

AARP Massachusetts has partnered with Generations Incorporated since 2003 to recruit AARP members as Generations Incorporated volunteers. Founded in 1991, Generations Incorporated first worked to connect students with local nursing home residents, later changing gears to focus on improving literacy rates in Dorchester, Roxbury, and South Boston public schools.

“AARP has been instrumental in helping to engage their members with our program,” said Mary Gunn, executive director of Generations Incorporated. “Older, active adults are a great resource to tackle the huge problem of literacy rates in the city, and it's so rewarding to see something as fundamental as reading bridge the generation gap between the kids and our volunteers.”

In 2002, 40 Generations Incorporated volunteers helped 500 schoolchildren with reading. That number has grown quickly. This year, more than 300 volunteers age 50 and older mentored 2,290 students, helping to improve their literacy skills by an average of 2.5 reading levels.

Additional information about Life@50+ | AARP's National Event & Expo and Generations Incorporated can be found online at www.aarp.org/events and www.generationsinc.org.

About AARP

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, published bimonthly; AARP Bulletin, our monthly newspaper; AARP Segunda Juventud, our bimonthly magazine in Spanish and English; NRTA Live & Learn, our quarterly newsletter for 50+ educators; and our website, <http://www.AARP.org>. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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