



FOR IMMEDIATE RELEASE

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HURRICANE HELP FOR SENIORS!

May 26, 2006, West Palm Beach, FL – On the Eve of the 2006 Hurricane Season the *Area Agency on Aging Palm Beach/Treasure Coast, Inc.*, (AAA), the region’s leading nonprofit advocacy and services resource for seniors, introduces the “*AAA Help Alert™*” door hanger emergency notification tool designed to alert neighbors, first responders and aid workers that a senior needs immediate help following a hurricane!

Free to area seniors, the “*AAA Help Alert™*” door hanger emergency notification card was the brainchild of the 13th AAA Leadership Institute for Active Aging (LIAA) graduates as a class project designed to help seniors and aid workers communicate in times of emergency, hurricanes or other disasters. The *Quantum Foundation* funds the *Agency on Aging’s Leadership Institute*.

The brightly colored two-sided 4” x 11” door hanger/window card is designed to be displayed either on the front door or in a window following an emergency and carries a clear simple message to alert neighbors, first responders or aid workers that a senior needs immediate “**HELP**” or is “**OK**” and requires no assistance.

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Serving Seniors in Palm Beach ☐ Martin ☐ St. Lucie ☐ Indian River ☐ Okeechobee Counties

Palm Beach Office:

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(561) 684-5885 ☐ Fax (561) 697-7250
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4300 Okeechobee Road ☐ Suite 55
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“We are confident that this simple but effective communications tool will assist neighbors and community responders focus their efforts more efficiently to identify seniors in need faster.” said Robert McFalls, CEO for the Area Agency on Aging for Palm Beach and the Treasure Coast.

The *Area Agency on Aging* and Kings Point Retirement Community Management will introduce the “**AAA Help Alert ™**” door hanger/window card program as part of a *2006 Hurricane Preparedness* event on Wednesday, May 31st, at 11:00 a.m. at Kings Point Retirement Community 7000 W. Atlantic Ave, Delray Beach Main Clubhouse.

“Through the creative endeavors of AAA volunteer leaders, this simple but effective solution was developed to solve a complex emergency communications problem and to address an important community need...the door hangers should greatly increase the efficiency of our first responders and save lives.” according to Donald Lanman, Board Member of the Area Agency on Aging.

Sponsored by the *Area Agency on Aging, Allegany Franciscan Ministries Inc., Champion Home Healthcare Inc.,* and *Volunteer Florida,* 100,000 “**AAA Help Alert ™**” door hanger/window cards will be distributed to retirement communities, seniors centers and related seniors venues beginning June 1st. Additional cards will be produced, with assistance from Preferred Printing, Inc., and distributed as local companies volunteer to sponsor the production costs.

Sponsorship information or details about the “**AAA Help Alert ™**” door hanger/window card program may be obtained by contacting the Area Agency on Aging offices at 1764 North Congress Ave. Suite 201, West Palm Beach FL 33409, or calling (561) 684-5885 or toll-free 1-866-684-5885.

About the Area Agency on Aging Palm Beach/Treasure Coast, Inc. (AAA)

The *Area Agency on Aging Palm Beach/Treasure Coast, Inc.* is a dynamic private non-profit 501(c)(3) organization dedicated to serving the needs of seniors and their caregivers in Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties.

The *Area Agency on Aging* is part of a nationwide network serving the needs of seniors through information on aging issues, advocacy, one-on-one assistance and a host of services that help seniors maintain their

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Hurricane help for seniors - continued

independence, dignity, health and well-being while embracing diversity and reflecting the communities they serve.

Through its network of thousands of volunteers, donors, sponsors and professional agencies, the *Area Agency on Aging* supports a host of services including 2-1-1 *The Elder Helpline*, a source for senior-related information and referral, the *Foster Grandparent Program (FGP)* providing one-on-one child teaching support, *Serving Health Insurance Needs of Elders (SHINE)* health insurance counseling services, the *Leadership Institute for Active Aging*, training seniors for volunteerism leadership, *Senior Advocacy Program* delivering support to seniors in need, the *Retired & Senior Volunteer Program (RSVP)* training volunteers for local non-profit organizations and agencies.

AAA's provider partners include Alzheimer's Association, SEFC; Alzheimer's Community Care, Inc.; Center for Information & Crisis Services, Inc.; Council on Aging of Martin County, Inc.; Council on Aging of St. Lucie County, Inc.; Division of Senior Services, Palm Beach County; Federation Transportation Services, Inc.; Florida Atlantic University; Florida Rural Legal Services, Inc.; Indian River County Council on Aging, Inc.; Just Checking!; Legal Aid Society of Palm Beach County; Mae Volen Senior Center; Okeechobee Senior Services; Palm Tran; Ruth Rales Jewish Family Service of South Palm Beach; Stroke of Hope Club, Inc.

In 2005 alone the *Area Agency on Aging Palm Beach/Treasure Coast* administered over \$31 million dollars in Federal, State, County and donor funds to support services, in Florida's largest service area of over 500,000 seniors, with more than 95% of every dollar reaching the seniors for which it is intended.

For more information the *Area Agency on Aging Palm Beach/Treasure Coast* programs, services, volunteer opportunities, sponsorships or donor contributions visit www.AgencyonAgingPBTC.org, call (561) 684-5885, or toll-free 1-866-684-5885, or visit the *Area Agency on Aging* offices at 1764 North Congress Ave. Suite 201, West Palm Beach FL 33409.

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