



Quality of life should never depend on age.

January 26, 2009

Contact: Leslie Foren, Director of Operations
Phone: 503-235-5474 or 503 595-7532
Email: leslie@eldersinaction.org

FOR IMMEDIATE RELEASE- *Digital TV: Keeping Seniors Connected Campaign Grant Announced*

PORTLAND, OREGON –Multnomah County Aging and Disability Services has received a \$25,000 grant from the National Association of Area Agencies on Aging to help vulnerable older adults relying on over-the-air television signals get the education and one-to-one assistance needed to successfully make the conversion to digital programming. Elders in Action, an innovative non profit agency, will be the lead agency for implementing this effort before the June 12, 2009 digital TV conversion.

Elders in Action is concerned that many older adults in low income circumstances who do not have cable or satellite service will be impacted by the change. Elders in Action has started a volunteer based effort to help with education and installation, including a converter box and coupon donation program. They will be working with Multnomah County Aging and Disability Services District Senior Centers, Loaves and Fishes, Store to Door, and other local senior service providers to ensure that seniors are able to stay informed about current events, emergency broadcasts, and enjoy the entertainment that television provides each day to thousands of home bound elders.

Elders in Action and its partners do not want anyone to be without television service when the Digital TV conversion takes place on June 12, 2009 .

For more information on how to help, to donate coupons, or converter boxes, or to request assistance from Elders in Action for a neighbor, family member or yourself call 503-235-5474 or visit www.eldersinaction.org for more information.

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Mission: *To assure a vibrant community through the active involvement of older adults.*

1411 SW Morrison Street, Suite 290 • Portland, OR 97205-1912

Phone: (503) 235-5474 • Fax: (503) 595-7599 • info@elderinaction.org • www.eldersinaction.org