

Contact: Price Arnett  
Nuffer, Smith, Tucker  
619/296-0605, ext. 234  
pa@nstpr.com

**LOCAL AGENCY SPEARHEADS STATEWIDE ADVOCACY EFFORTS  
FOR SENIOR SERVICE PROVIDERS**

**SAN DIEGO - Nov. XX, 2007** - To help increase awareness and support for senior service providers throughout the state, San Diego-based Senior Community Centers is being awarded a grant totaling nearly \$300,000 from The California Endowment.

The purpose of the grant is to increase public awareness of the issues low-income seniors face in the state of California and give other senior care providers the tools they need to become a voice for seniors on critical issues by teaching providers how to communicate with policymakers and legislators at all levels of government. Additionally, the program will help educate service providers to look at the whole well-being of the seniors they serve, from nutrition, medical and mental health, to housing and social assistance.

“With the senior population rising throughout our nation, the need for supportive services will also see a dramatic increase,” said Paul Downey, President and CEO of Senior Community Centers. “We need to be proactive with this change, and this grant will enable us to empower similar organizations to get the support they need to make a difference in the lives of seniors throughout California.”

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## **SENIOR COMMUNITY CENTERS RECEIVES GRANT - 2-2-2-2-2**

Under the grant, the organization will act as a leader among other senior service providers in the mental health, supportive housing and nutrition/preventive health care areas. By establishing a coalition of local and statewide providers, Senior Community Centers will help train and educate providers, create educational materials, disseminate case studies and cost analysis of successful programs, and conduct a targeted media relations campaign to help educate the public and lawmakers about the issues seniors face and the need for increased funding. By utilizing these venues, in addition to educating other service providers to focus on a seniors' whole well-being, seniors' issues will receive increased awareness, particularly among lawmakers, which could lead to increased funding for programs to ensure that the state's seniors receive quality supportive services.

Senior Community Centers' Paul Downey is no stranger to advocacy efforts. He has long been a champion for the rights of low-income seniors for more than a decade and is involved in many local and statewide efforts, including his role on the board of directors for the National Association of Nutrition and Aging Services Programs and his current position as president of the board of directors for California Association of Nutrition Directors for the Elderly.

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## SENIOR COMMUNITY CENTERS RECEIVES GRANT - 3-3-3-3-3

Senior Community Centers has seen great success with its two low-income housing projects that employ the supportive housing model, which focuses on all of the “pillars” to a senior’s well-being. The model not only allows impoverished seniors a safe and affordable place to live, but also offers on-site “wrap-around” services that ensures residents maintain mental and physical health, including nutritional programs, medical and mental health services, social activities and a secure living environment. With the support of the grant, Senior Community Centers will be able to educate other service providers about the positive outcomes of these types of programs.

“Senior Community Centers’ ability to execute successful programs gives The California Endowment the utmost confidence in this proposal,” said Greg Hall of The California Endowment. “The program works in synergy with our ‘Access to Health’ goal, which aims to increase awareness of the need, and eventually funding, for programs that provide these essential services. We are eager to see the efforts take root.”

Senior Community Centers is a nonprofit agency helping low-income seniors survive by providing meals, social, mental and medical health services, homeless and housing assistance, and cultural activities. Senior Community Centers also owns and operates two affordable housing complexes for low-income seniors, Potiker Family Senior Residence in downtown and City Heights Square in City Heights. For more information on Senior Community Centers, visit [www.servingseiors.org](http://www.servingseiors.org) or call 619/235-6572, ext. 308.

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