



MEDIA EVENT ADVISORY – THURSDAY, MARCH 14 – DOWNTOWN SAN DIEGO

San Diego Seniors Stand Against Sequestration
Public Encouraged to Contact Elected Officials
to Protect Funding Decrease for Current and Future Seniors

WHAT: While Congress is busy talking about the cancellation of White House tours, millions of seniors will go hungry this year because of sequestration. Senior Community Centers' staff, volunteers and hundreds of low-income senior clients will host a rally to gather support from the public to contact U.S. congressional representatives to protest the 32,000 meals that will be cut due to sequestration.

Senior Community Centers is launching a social media campaign in addition to the traditional means to advocate and connect with government officials. The team has put together a "tool kit," which makes it easy for seniors and their loved ones to reach out and make their opinions known. The Twitter hashtag is #SaveSeniors #NoSequester.

WHERE: Gary & Mary West Senior Wellness Center, 1525 4th Avenue, San Diego (92101).

WHEN: Thursday, March 14 from 10:45 a.m. to 11:30 a.m.

WHY: Since 1970, Senior Community Centers' innovative solutions have helped San Diego seniors struggling with poverty and hunger. The thousands of meals the organization provides each day to their clients are not a luxury - they are a necessity. The nutrition not only keeps them alive, but often keeps them living independently on their own rather than in institutional care, which costs taxpayers much, much more. From meals to housing to health and wellness services, no other San Diego area non-profit agency provides the wraparound support the seniors need under one roof. With ongoing state and federal budget cuts, Senior Community Centers bridges this growing financial gap for seniors and provides a safety net for seniors, who otherwise would have nowhere to turn.

MORE INFORMATION: www.servingseiors.org

INTERVIEWS & VISUALS:

- From 11 to 11:15 a.m. seniors will be served meals, except for three tables of seniors who will have empty trays, which will represent the effects of sequestration on senior nutrition programs.
- Paul Downey, president and CEO, Senior Community Centers, can speak to the need and what the fiscal cliff means for seniors locally and nationwide. Downey is the national board president of the National Association of Nutrition and Aging Services and is also a commissioner on the California Commission on Aging.
- New and longtime senior clients sharing stories about the impact Senior Community Centers has in their lives.

- Hundreds of seniors enjoying the company of friends while receiving a nutritious meal in a state of the art community center designed for the needs of seniors.
- A Spanish language spokesperson is available as well.

MEDIA CONTACT: Scatena Daniels Communications.
Arika Daniels (949) 338-6672 and Denise Scatena (619) 218-4889. Not for public broadcast.

###