

## Press Release



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### **ALLIANCE FOR AGING RESEARCH OFFERS ONLINE RESOURCES FOR HEALTHY AGING AND LONGEVITY**

#### **New and improved website spans personal health to policy issues**

**Washington, DC**—The Alliance for Aging Research has launched a new and improved website, [www.agingresearch.org](http://www.agingresearch.org), with a fresh new look, easier navigation, and new features that will help people stay informed about the latest information related to healthy aging and longevity.

“With the aging of the baby boomers, we see tremendous interest in aging research and healthy aging,” said Daniel Perry, executive director of the Alliance. “The Alliance’s revamped website is a wonderful resource for anyone who is interested in healthy aging and longevity, from individuals concerned about enhancing their own health to policymakers concerned about how to reduce the burgeoning cost of federal health programs,” said Perry.

Thanks to advances in medicine and science, leading edge baby boomers are entering their seventh decade with expectations for longer, healthier lives. Although longevity has increased, the majority of people over age 65 are afflicted by at least one chronic health problem, and chronic diseases account for 75 percent of all U.S. health care spending.

The burden of chronic disease will soon become a national economic crisis. In just over three years some 78 million baby boomers will begin to become the largest Medicare generation in history.

“We believe the aging of America offers an opportunity to embrace a new commitment and sense of urgency to advance biomedical research in our nation’s interest,” said Perry.

The Alliance’s redesigned site is a rich resource of information, health educational materials, policy papers and other materials about the latest discoveries in aging research, healthy aging and age-related diseases. New and enhanced features include:

- A “newsfeed,” which carries top news stories of the day related to aging research;
- Surveys and quizzes, including a free cognition test, a test on nutritional needs for older adults and a quiz regarding women and heart disease;
- *Living Longer & Loving It*, a free quarterly webzine that highlights the latest in aging research and which profiles inspiring individuals known as “Living Legends.” The current issue features an update on the fight to prevent and treat age-related eye disease and profiles 98-year-old Sally Gordon, sergeant-of-arms for the Nebraska State Legislature;
- A policy section, which showcases the Alliance’s position on a range of issues that affect aging research and healthy aging;
- A media area, which includes video, web casts and pod casts of Alliance events, and;
- Access to *The Silver Book*®, an online almanac of facts that focuses on the burden of chronic disease and the promise of innovation.

*Founded in 1986, the Alliance for Aging Research is a nonprofit, independent organization dedicated to improving the health and independence of aging Americans through public and private funding of medical research and geriatric education. The Alliance combines the interests of top scientists, public officials, business executives and foundation leaders to promote a greater national investment in research and new technologies that will prepare our nation for the coming senior boom, and improve the quality of life for today’s older generation.*

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