



FOR IMMEDIATE RELEASE

## AMERICAN SOCIETY ON AGING ANNOUNCES ASA RISE

Launching the next generation of leaders of color in aging

San Francisco (January 25, 2022)—The American Society on Aging, the nation’s largest multidisciplinary association of professionals in aging, announced today the launch of ASA Rise, a new 20-week leadership and social justice program for leaders of color in aging. From more than 120 applications, 32 ASA Rise Fellows were selected representing 25 states and the District of Columbia with business, nonprofit, academic and government expertise in aging. ASA Rise will lead to improved well-being across an increasingly diverse aging population by creating a BIPOC leadership pool that improves policies and programs at the local, state and national levels.

“Aging in the United States has never been an equitable experience across the barriers of economic and social justice,” said Peter Kaldes, President and CEO, American Society on Aging. “ASA Rise will begin to change that by centering BIPOC experiences and practice in service to leadership, through an equity and inclusion lens.”

After more than a year working with ASA members and experts in the field, ASA Rise weekly programming begins January 25, 2022, with two cohorts of 16 Fellows. Weekly two-hour virtual sessions will provide training and mentorship in aging field on fundamental principles of advocacy, social justice and leadership development. ASA Rise Fellows will build a national, cross-industry network of peers and thought leaders. They also will gain a greater appreciation for the unique dynamics that come with being a BIPOC leader.

“The ASA Rise program is a dream come true for me—a way to rise and shine!” said 2022 ASA Rise Fellow Kelly Loeb, who studied under her first (and only) Black teacher as a college freshman. “To grow professionally and create innovative programming for successful aging is the ultimate manifestation of my career goals; doing so alongside professionals whose lived experiences resonate with mine is priceless,” said Loeb about the program’s one-on-one mentoring component.

ASA Rise is made possible thanks to generous support from the Archstone Foundation, CVS Health, The John A. Hartford Foundation and RRF Foundation for Aging. “The ASA Rise program offers a powerful platform for a new generation of leaders of color who can help transform the field of aging to be more equitable and inclusive,” said Marcus Escobedo, Vice President of Communications and Senior Program Officer at The John A. Hartford Foundation.

“Networking, mentorship and learning among a diverse group of professionals has played an important role in my career in aging, and my organization is proud to support these outstanding new fellows and those who will follow.”

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*The American Society on Aging, a 501(c)3 nonprofit, is the nation's largest multidisciplinary association of professionals in aging. Since 1954, ASA has developed and led the largest, most diverse community of professionals working in aging in America. As a result, ASA has become the go-to source to cultivate leadership, advance knowledge and strengthen the skills of our members and others who work with and on behalf of older adults.*