



## Ageism Awareness Day – Sample Press Release

For Immediate Release: [Date]

Contact: [Your contact name, email, phone]

### **The American Society on Aging Joins Allies Across the Globe in Celebration of Ageism Awareness Day**

[Your City Name] – [Your Organization] and the American Society on Aging (ASA) will celebrate Ageism Awareness Day on Oct. 9, 2024. Modeled after the United Nation's International Day of Older Persons (Oct. 1), Ageism Awareness Day provides an opportunity to draw attention to the existence and impact of ageism in our society.

"We live in an aging society, which is a wonderful, remarkable thing," says ASA's President & CEO Leanne Clark-Shirley, PhD. "However, too many of us view aging with fear, denial and even hostility. We are all growing older. We can't afford to limit ourselves and other people with such negative and harmful views, and why would we want to? Let's lean into the opportunities, diversity and full range of experiences that come with aging."

One of the most widespread and socially accepted forms of prejudice, ageism is defined by the World Health Organization as "the stereotypes (how we think), prejudices (how we feel) and discrimination (how we act) towards others or oneself based on [age](#)." It impacts us at all ages, every time people make assumptions about us because of our age.

Evidence shows ageism can be found everywhere, from our workplaces and health systems to stereotypes we see in entertainment, advertising and the media.

A few facts about ageism, which affects people of any age and harms all:

- There are many forms of ageism, including internalized, cultural, implicit, institutional and [benevolent](#).
- Negative self-perceptions of aging decrease quality of life and can shorten lifespan by [7.5 years](#).
- Ageism intersects with, and [exacerbates](#), other discriminatory “isms,” like racism.
- In the [media](#), older adults are underrepresented and more often portrayed using [negative stereotypes](#).
- According to the United Nations, on a global scale, [one in two people are ageist](#).

“The American Society on Aging and our members, partners and allies are raising awareness about ageism and its harms,” adds Clark-Shirley, “so we can each take steps to change how we feel and act about aging. I hope you will join us!”

Learn more about ageism and how to take action on the ASA Ageism Awareness Day [webpage](#).

### About the American Society on Aging

The American Society on Aging unites, empowers, and champions everyone working 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. For further information about ASA, visit [www.asaging.org](http://www.asaging.org).