

# PURPOSEFUL AGING | AN AGE-FRIENDLY INITIATIVE LOS ANGELES

## **For Immediate Release**

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## **County and City of Los Angeles Call on Residents to Complete Purposeful Aging Los Angeles Survey**

The County and City of Los Angeles are asking that residents complete the Purposeful Aging Los Angeles (PALA) Age-Friendly Survey between now and September 15, 2017. Feedback obtained through the PALA Survey will guide the development of an Age-Friendly Action Plan for 2018-2021 for the Los Angeles region.

“We thank those who have made their voices heard by taking this incredibly important survey,” said Hilda L. Solis, County of Los Angeles First District Supervisor. “Our goal is to enhance our services and continue to provide much needed resources to all ages. In order to do this effectively, we need to hear from residents of every community in the County and City of Los Angeles.”

“We are determined to make Los Angeles a place where people of all ages can thrive with the security and dignity that everyone deserves,” said Mayor Eric Garcetti. “We are envisioning tomorrow and building it today – and this survey will help us ensure that our future infrastructure and services meet the needs of older Angelenos.”

PALA seeks to prepare the Los Angeles region for a rapidly aging population through an innovative, sustained initiative that unites public and private leadership, resources and strategies. The older adult population (65 years and above) in the Los Angeles region will double between 2010 and 2030, from approximately 1.1 million to more than 2.2 million people.

The confidential PALA survey takes about 20 minutes to complete and can be filled out by anyone 18 years of age or older who resides in the County of Los Angeles. The survey is available in 10 languages\* at [purposefulagingla.com](http://purposefulagingla.com) and will be available from August 14, 2017 – September 15, 2017. Individuals and organizations are encouraged to help promote the survey to County residents using a Toolkit available at [purposefulagingla.com](http://purposefulagingla.com).

### **About PALA**

PALA is an Age-Friendly Initiative that seeks to prepare the Los Angeles region for a rapidly aging population through an innovative, sustained effort that unites public and private leadership, resources, and strategies. PALA will improve the lives of older adults and ensure a better future for residents of all ages in the Los Angeles region. PALA was launched in 2016 by the County and City of Los Angeles, AARP, the Milken Institute Center for the Future of Aging, the USC Leonard Davis School of Gerontology and the UCLA Los Angeles Community Academic Partnership for Research in Aging.

\*English, Spanish, Armenian, Cambodian, Korean, Mandarin, Russian, Tagalog, Vietnamese and Farsi (hardcopy format only).

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