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To: Kester, Tonykester@aging.sc.gov
Date: 1/22/2015 3:05:35 PM
Subject: Exciting News from NSCLC

We're launching a new name, new tagline, and new look!

Dear ToNew York,

I'm writing with some exciting news. On March 2, 2015, we're changing our name and tagline to **Justice in Aging: Fighting Senior Poverty Through Law**.

As income inequality increases across the nation and the population ages, the number of seniors living in poverty is growing. Changing our name is part of a larger effort to connect more people and organizations to our work so that, together, we can meet this growing need. We hope our new name will help us strengthen current partnerships and develop new ones, because we need more allies – allies like you – to join our effort to combat senior poverty.

Our new name, **Justice in Aging**, and tagline, **Fighting Senior Poverty Through Law** reinforce our mission and highlight the larger problem we are working to solve. We hope they clarify the work we have been doing since 1972, explain why we have been at it for all these years, and inspire others to join us. And, of course, **Justice in Aging** is much easier to say and remember!

While our name is changing, our work will remain the same. We still envision a future where everyone can age in dignity. We still believe the best way to alleviate the stresses, harms, and indignities of poverty for aging Americans is to preserve and expand the social safety-net programs on which low-income seniors rely. We still serve as a resource for advocates on important programs like Medicare, Medicaid, LTSS, Social Security, and SSI. We still deploy innovative, strategic legal advocacy on behalf of our country's most vulnerable seniors.

To us, **Justice in Aging** is packed with meaning. Justice in Aging is access to affordable health care. Justice in Aging is having enough income to meet your basic needs. Justice in Aging is fewer homeless seniors. Justice in Aging is what each generation owes to those who came before.

Tell us what Justice in Aging means to you. We'll share your responses in our materials, at our events, and over social media in the coming year to help get others inspired to join us in this work.

Thank you for your many years of partnership and support. Working together, we can improve the lives of older adults living in poverty. Stay tuned for new ways you can get involved!

Kevin Prindiville

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