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Subject: 2016 Older Americans Month Theme and Logo Announced

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2016 Older Americans Month Theme and Logo Announced

May is a month of fresh beginnings. Perennials bloom once again, blazing a trail of bright color. Here at ACL, May is Older Americans Month (OAM), a time to celebrate the perennial contributions of older adults to the nation. The 2016 theme is [Blaze a Trail](#), and in May we will take the opportunity to raise awareness about issues facing older adults, and highlight the way older Americans are advocating for themselves, their peers, and their communities.

ACL blazed a trail of its own this year by creating an evergreen [OAM logo](#). The goal is to create a recognizable brand that can be carried over from one observance to the next, even though specific themes will be chosen each year. The new OAM logo reflects the tone of the month, and ACL's vision, perfectly—people celebrating and helping one another to thrive. And, the blaze-like shape made by the figures seems especially appropriate for OAM 2016.

Join us as we Blaze a Trail by promoting activities, inclusion, and wellness for older Americans. More information on how you can participate in OAM is coming soon!

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