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AARP.org Debuts First Ever Web Page For Asian Americans 50+ During Lunar New Years

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Washington, D.C. (February 14, 2013) – This February, AARP.org celebrates Lunar New Year by launching its first Asian Community web page, www.aarp.org/asiancommunity. Tailored to engage the 50+ Asian audience, the web page will include news and information relevant to the Asian American community on topics including caregiving, financial security, health, retirement, and social security among others. It also includes AARP Asian member stories, Asian events from the state, local and national offices, videos highlighting Asian AARP members and AARP Asian executives that are in English but also providing subtitled versions in Chinese and Korean along with a financial education column from Chinese American AARP executive, Jean Setzfand.

“Our goal in creating this page is to be a trusted and user-friendly resource for 50+ Americans of Asian Pacific descent, the fastest growing population in America,” said Lorraine Cortes Vazquez, Executive Vice President for Multicultural Markets and Engagement at AARP. “By offering content that is relevant, we encourage the community to participate in the national conversation on how best to serve the Asian community with issues important to our members and their families to help them get more out of life as they age.”

The video “AARP—Helping Asian Families Get More Out of Life” will be one of the links available through the new web page. Subtitled in both Chinese and Korean, the video features AARP Asian executives as well as testimonials from influential Asian community leaders who discuss the importance of being informed about issues that affect Asians 50 and older.

To become a member of AARP and to learn more about AARP’s Asian initiative and programs, please visit www.aarp.org/asiancommunity.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment security and retirement planning. We advocate for consumers in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP VIVA, a bilingual news source. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

Contact:

Grace Niwa, Niwa Public Relations

Kristin S. Palmer, AARP Media Relations

media@aarp.org, 202-434-2560
