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AARP Launches National Technology Education Program For 50+ Audience

Free “AARP TEK” Education Workshops to Roll-Out in Seven Markets in 2014; Online Technology Education Platform Also In Development

WASHINGTON (May 1, 2014) – All across America, people 50+ have a hunger for plain language, user friendly information on how to best use their personal technology. To address this need and help close the technology gap, AARP today announced it has launched **AARP TEK** (which stands for Technology Education and Knowledge), a comprehensive technology education program specifically geared towards the 50+ audience. Consisting of hands-on education sessions, as well as an online education platform on www.aarp.org/aarptek, **AARP TEK** is aimed at empowering 50+ Americans with technology by connecting people with friends, family, employment opportunities, health information, entertainment and much more. **AARP TEK** pilot education seminars will roll out in seven cities in 2014 —**Atlanta, Boston, Chicago, Jacksonville, New York, San Antonio and San Diego**—with the intent to expand significantly in 2015.

“AARP TEK offers a high-touch approach to understanding technology, giving 50+ consumers the skills and confidence to use technology and stay connected to the people and passions in their lives,” said Terry Bradwell, AARP Chief Information Officer. “Though we know that millions of older adults already use personal technology in their everyday lives, there are still many more that want to learn the ins and outs of how to use smart phones and tablets to enhance their lives and discover a world of new possibilities. These are the people we hope to reach with AARP TEK.”

Sessions being offered include “Intro to Tablets & Smartphones” and “Staying Connected with Apps,” among others. AARP began testing concepts and curriculum offerings for **AARP TEK** in 2013 and found that the hands-on trainings were “discovery moments” for many attendees who learned what their personal gadgets could be used to do, see, and engage with. Interactive online modules offered on www.aarp.org/aarptek cover topics such as touchscreen basics, social media, video chatting and online safety. As part of the hands-on programs, **AARP TEK** Advisors will welcome local high school and college students to assist with the trainings and work with attendees, providing an opportunity for the two generations to reach out, learn from each other, and discover new ways to connect.

AARP TEK workshops are scheduled in Atlanta, Chicago, San Antonio and New York City this month and sessions will continue throughout the year in these cities. Boston will become the fifth city to experience AARP TEK on May 8th – 10th as part of AARP’s national member event, Life@50+, where nearly 2,000 people are expected to participate in the 17 workshops that will be offered. Additionally, AARP TEK will activate workshops in Jacksonville, FL in August and the program will be a big part of Life@50+ in San Diego in September.

Additional information on AARP TEK workshops and online tools and resources can be found at www.aarp.org/aarptek. Media can get a taste of what AARP TEK will offer here: https://www.youtube.com/watch?v=L_ZJ8pcb5FE&app=desktop.

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 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 and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals 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 en Español, a Spanish-language website addressing the interests and needs of Hispanics. 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.

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