

- PRESS
- Press Releases

## AARP Movies for Grownups to Showcase the Film, CyberSeniors

he documentary encourages older adults to get online and builds awareness around Grandparent's Day

**Washington D.C.** – AARP and Mentor Up, a new way to make a difference from AARP Foundation, is hosting a free screening of the documentary CyberSeniors across the country. CYBER-SENIORS takes a candid and humorous look at the victories and challenges seniors face as they collaborate with teenagers who help them cross the digital divide, enabling them to engage with the world around them via the internet.

In celebration of Grandparents Day, on September 7 the film highlights the impact of older adults and the benefits derived when generations work together. The CyberSeniors film illustrates some of the core components of Mentor Up, to encourage younger generations through volunteerism and community service to help people 50 and over who are struggling to navigate today's realities.

"The reverse mentoring effort, Mentor Up, draws on the digital savvy knowledge and 'can do spirit' of a younger generation to enhance the lives of older adults through technology literacy and the creation of meaningful relationships," said AARP Foundation president, Lisa Marsh Ryerson. "There are millions of adults 50 and older living in a state of vulnerability. Mentor Up – together with CYBER-SENIORS draws awareness around this issue and creates opportunities for the generations to connect in a variety of ways, ultimately bringing them together."

### FREE SCREENING INFORMATION:

"The idea for Cyber-Seniors began after my sisters and I witnessed how the Internet changed my grandparents lives and deepened our relationships with them," said Saffron Cassaday director of CyberSeniors. "So we were inspired to help get other seniors online and began tagging along and filming their computer lessons. From behind the camera, I saw a great story unfold as new friendships developed and new ways of connecting were discovered as generations came together to bridge the technology gap."

More information about CYBER-SENIORS and Mentor Up can be found at:<http://www.cyberseniorsdocumentary.com/>

Also on Facebook at [Facebook.com/CyberSeniorsDocumentary](https://www.facebook.com/CyberSeniorsDocumentary) and Twitter @cyberseniors

Visit the Mentor Up website [www.mentorup.org](http://www.mentorup.org) and on Twitter @mentorup.

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### About the Film

A humorous and heartwarming documentary feature, CYBER-SENIORS chronicles the extraordinary journey of a group of colorful senior citizens and their equally engaging teenage mentors as the seniors discover the world of the Internet through the guidance of their youthful teachers. Their tentative, exploratory steps together in cyber-space catapults to a feverous pitch when Shura, a grandmotherly 89 year-old, connects with her competitive spirit when her YouTube cooking video logs thousands of views and sparks a rather serious competition with her fellow cyber-seniors. This charming film provides insight into the wonderful things that can happen when generational gaps are bridged and proves you are never too old to get 'connected'.

### About Mentor Up

Mentor Up is a new way to make a difference from AARP Foundation that brings together the younger generation's energy and talents to pursue reverse mentoring and community service opportunities that help people 50 and older. In addition, Mentor Up is also working with organizations rooted in service and driven by social missions, including the 4-H Council, [DoSomething.org](http://DoSomething.org), Generations United, The Intergenerational Center at Temple University, Magic Johnson Foundation and Facebook. For more information about Mentor Up, visit: [www.mentorup.org](http://www.mentorup.org)

### About Area 23a

Area23a is an independently owned "event" based theatrical distribution company, co-founded by distribution

specialists Richard Abramowitz and Kirt Eftekhari. The company focuses on event driven films, providing value-added distribution through alternative ways to reach audiences across the country, releasing films in convention and performing art centers, libraries, museums, and college campuses, in addition to traditional venues like theaters, cinematheques and festivals. Area23a distributes award-winning films such as Dan Sturman and Bill Guttentag's SOUNDTRACK FOR A REVOLUTION, Michael Paul Stephenson's BEST WORST MOVIE, Gerardine Wurzburg's WRETCHES and JABBERERS, Adrian Grenier's TEENAGE PAPARAZZO, Chris Paine's REVENGE OF THE ELECTRIC CAR, BURN directed by Tom Putnam and Brenda Sanchez and most recently FOLLOWING THE NINTH directed by Kerry Candaele.

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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](http://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](http://www.aarp.org).*

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