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Young People Lift The Spirits of Older Adults One Valentine's Day Card at a Time

DoSomething.org, Mentor Up, and actress China Anne McClain join forces for second annual Love Letters campaign in partnership with Meals On Wheels Association of America

NEW YORK, NY - January 6, 2015— Valentine's Day is a time to spread love, but for the 43% of seniors who reported feeling lonely on a regular basis, Valentine's Day can be an especially hard time.

That's why **DoSomething.org**, the largest organization for young people and social change and AARP Foundation's **Mentor Up** are teaming up for the second annual **Love Letters** campaign that encourages young people to create handmade Valentine's Day cards to lift the spirits of older adults this holiday season. Handmade cards will included in meal deliveries to Meals on Wheels clients across the country.

Actress and singer **China Anne McClain** best known for her roles in Disney Channel's *A.N.T. Farm* and the Disney Channel Original Movie *How to Build a Better Boy* is teaming up to support the campaign through a public service announcement.

"I was interested in being involved as soon as I heard about the Love Letters campaign because the concept was so sweet and original, said China. "I love doing things like this and making people smile so I thought the idea was just perfect."

The campaign runs through February 15 and young people who sign up at DoSomething.org/loveletters and report back with a photo will be eligible to win a \$10,000 scholarship. For official scholarship rules, click [here](#).

"Last year, DoSomething.org members made over a quarter of a million Valentine's Day cards for homebound seniors," said Naomi Hirabayashi, chief marketing officer at DoSomething.org. "By combining social change with things that young people love like Valentine's Day and crafts, young people are able to make a huge impact and use their skills."

"AARP Foundation is thrilled once again to be taking part in DoSomething.org's Love Letters national campaign," said AARP Foundation president Lisa Marsh Ryerson. "There are millions of adults 50 and older who are isolated or who have limited regular contact with others. We all remember the warm glow a Valentine's Day card can bring, and this campaign helps young people bring that warmth back into the lives of lonely older people."

The cards made as a part of the campaign will be distributed through Meals on Wheels Association of America which serves 2.5 million seniors who are homebound due to limited mobility. The support of the volunteers and meals they provide is often critical to helping them maintain enough independence to stay in their own homes.

"I cannot begin to express the immense impact of the Love Letters campaign on the seniors we serve," said Ellie Hollander, President and CEO of the Meals On Wheels Association of America. "Together, the nationwide network of Meals on Wheels programs and thoughtful DoSomething.org volunteers can lift the spirits of thousands of isolated seniors again this year."

For more information, visit DoSomething.org/loveletters

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About DoSomething.org

*DoSomething.org makes the world suck less. One of the largest orgs for young people and social change, our 3.2 million members tackle campaigns that impact every cause, from poverty to violence to the environment to literally everything else. Any cause, anytime, anywhere. *mic drop*

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, DoSomething.org and Facebook. For more information about Mentor Up, visit www.mentorup.org.

About Meals On Wheels Association of America

The Meals On Wheels Association of America empowers community programs to improve health and quality of life to ensure that no senior goes hungry. More than 5,000 local Meals on Wheels Programs leverage a dedicated army of two million volunteers who day-in and day-out create an efficient and caring way to help America's seniors stay independent, healthy and able to live in their own homes. For more information, or to locate a local Meals on Wheels program, visit www.mowaa.org.
