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AARP and Consumer Cellular Join Forces to Increase Digital Literacy Among People 50-Plus

With Consumer Cellular's generous support, AARP TEK will offer additional mobile technology workshops in 2015

WASHINGTON, DC—AARP announced today that it will expand its 2015 **AARP TEK Workshops** to help close the technology gap among people 50-plus. The workshops are presented with generous support from Consumer Cellular and will be hosted in several cities across the country.

"Understanding how to use technology opens up an array of opportunities for people 50-plus, allowing them to stay connected to the people and passions in their lives," said AARP Interim Vice President Anne Jacoby. "With Consumer Cellular's sponsorship, we are able to provide more of these incredible workshops that will help enhance independence, dignity and the quality of life for a multitude of people 50-plus."

"We are thrilled to work with AARP on the AARP TEK Workshops," says Consumer Cellular CEO John Marick, "As technology continues to evolve, these workshops offer cellular users one on one instruction, allowing them to better understand all of the amazing ways they can use technology in their everyday lives. We hope participants walk away with a new found love for their cellular devices!"

Research supports that most people 50-plus already use personal technology in their everyday lives. According to the AARP Attitude, Trend, & Opinion Monitor, July 2014:

- Three quarters (76%) of adults 50-plus own some type of computing device (desktop, laptop, e-reader, or tablet).
- Nearly 9 in 10 (87%) adults 50-plus own some type of mobile device. While the majority still owns a standard feature phone, 45% own a smartphone.
- Tablet ownership continues to eclipse e-reader ownership, something that we can expect to continue in the future as the tablet market grows.
- Social networking is used by about two-thirds of adults (65%), which is a large jump from 2013.

Even so, there are still millions of people over 50 who are not online. This includes 22 percent of boomers and 48 percent of seniors overall. Barriers include cost, lack of perceived relevance and concern that they have fallen behind others in the digital age and cannot catch up. AARP TEK workshops are aimed at empowering people 50-plus to overcome these barriers by teaching them the skills and giving them the confidence they need to use technology that is transforming the way information is found and people connect with one another.

AARP TEK will offer workshops in the following cities:

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| • Atlanta | • Philadelphia |
| • Portland, Ore. | • St. Louis |
| • Denver | • Boston |
| • Tampa/St. Petersburg | • Seattle |
| • Miami/Ft. Lauderdale | • Minneapolis |
| • Chicago | • Phoenix |
| • Washington, D.C. | • Los Angeles |
| • New York | • San Francisco/Oakland |
| • Detroit | • Dallas/Ft. Worth |
| • Cincinnati | • Houston |

For more information on AARP TEK or for more details on scheduled workshops, please visit aarptek.org.

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; **AARP Online** ; 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 **AARP Online**.

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