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New Design Contest Issues Challenge for Tackling America's Future Housing Needs; AARP Foundation Prize Expands to Include 2016 Aging in Place \$50K Challenge for Startups Developing Housing Solutions

AARP and AARP Foundation Launch Two "Future of Housing" Award Competitions

WASHINGTON, DC – AARP and AARP Foundation today announced two award competitions during the **Future of Housing Summit**, a new initiative designed to bring awareness to and find innovative solutions for the housing challenges that people are experiencing across the United States. The competitions are focused on addressing America's housing affordability and accessibility needs, particularly for people 50-plus, over the next few decades.

AARP, AARP Foundation, Home Matters® and Wells Fargo Housing Foundation are announcing a new nationwide design challenge entitled ***Re-defining Home: Home Today, Home Tomorrow***. The competition is designed to challenge architects to address the future housing needs for millions of Americans -- growing-in-place.

In addition, **AARP Foundation Prize** is expanding to include the **2016 Aging in Place \$50k Challenge** for startups which will award \$50,000 to an innovative startup developing solutions that can help low-income individuals 50-plus continue living safely, independently and comfortably in their homes.

"We know that the vast majority of people want to remain in their homes and communities for as long as possible," said Lisa Marsh Ryerson, AARP Foundation president. "More than 19 million low-income 50-plus households struggle with unaffordable or inadequate housing and we must act now to implement innovative housing solutions. These design competitions, with broad outreach, including startups and architects, fuel solutions that will help address our nation's housing needs."

The ***Re-defining Home: Home Today, Home Tomorrow*** contest challenges architects to create new standards in housing design so people can stay in their home throughout a variety of life stages. The goal of the design challenge is to generate universal design elements and build an attractive, adaptable and affordable home of the future that speaks to and showcases livability, by promoting both aesthetically- and functionally-appealing designs for better living.

Monetary awards will be given to three juried winning entries. More, the first place, winning design will be incorporated into a real-life home and publically unveiled to provide an experiential learning opportunity for the general public. The Home will also be offered to a growing family. Architects and designers can register today at <http://bit.ly/1jg5R1t> and submissions will open on January 20th.

For the **2016 Aging in Place \$50K Challenge**, AARP Foundation is soliciting proposals from startups developing solutions that can help low-income individuals 50-plus continue living safely, independently and comfortably in functional and affordable homes as they age. Applications are being accepted through May 2, 2016 and the winner will be announced in July 2016. Entrepreneurs can click [here](#) to complete the application.

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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.

About AARP Foundation

AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's affiliated charity. Learn more at www.aarpfoundation.org.

About Home Matters®

Home Matters is a national movement designed to ensure that every American lives in a safe, nurturing environment with access to education, healthcare, public spaces and community services. A key part of what we are doing is re-defining the American Dream. We believe the New American Dream is a societal commitment to improve and balance quality of life and that Home is our nation's common denominator. We exist to raise funds and build awareness of the need for more affordable homes and better communities across the country. We're a national coalition with over 300 nonprofit, government and corporate partners working hard toward ambitious goals over the next decade. www.homemattersamerica.com.

About The Wells Fargo Housing Foundation

In 2014, the Wells Fargo Housing Foundation donated nearly \$20 million in support of affordable housing initiatives serving low-and moderate-income households – including for seniors, veterans, and families – through community revitalization efforts. Since its inception in 1993, the Wells Fargo Housing Foundation has invested more than \$150 million to such efforts, along with mobilizing more than 4.6 million team member volunteer hours to build and rehabilitate more than 5,500 homes and counting. www.wellsfargo.com/about/wfhf_oview.

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