

- **PRESS**
- **Press Releases**

AARP Celebrates Generation X as it Turned 50 this Year

WASHINGTON, DC— As 2015 comes to a close, AARP celebrates the first of America's **62 million** Generation Xers who hit a milestone and turned 50 this year by exploring what is important to them as they age. Gen X - born between 1965 and 1979- is the middle child generation that is sandwiched between their larger counterparts, Baby Boomers and Millennials. As they grow older, it is important to acknowledge that they are having a different experience than their cohorts, and that they are more than just an unsung demographic who wore parachute pants and acid wash jeans.

Gen Xers shoulder far more fiscal responsibilities than previous or future generations, as they financially support their children and provide care for their aging parents. Americans are facing the reality that as life expectancy increases they must continue working and must rethink their notion of aging and retiring.

"AARP is excited to welcome Generation X to the 50-plus community and be a resource for them as they embrace their age and live the life that they want," said Sami Hassanyeh, AARP Chief Digital Officer. "They face different challenges and have different goals than their predecessors, and deserve every opportunity to explore the possibilities that lie ahead."

Though Gen Xers feel less financially secure than their parents in regards to retirement, they also plan to work longer and embrace new opportunities in this evolving life phase. Most people turning 50 today can expect to live another 30-plus years, and many are already taking steps towards increasing their longevity - 87% consider themselves in good health and 55% maintain a healthy diet. They are re-imagining this life transition and expect their future years to be more flexible and rewarding than ever before.

In the past year, 4.4 million Gen Xers hit the big-5-0, and in 2016, another 4.1 million are expected to join the ranks of Americans 50-plus. This group will be the next generation to challenge outdated perceptions of aging and empower people to take control of their futures.

AARP's goal is to ensure that people have access to care, information and services to lead healthier lives; have the financial resources and opportunities to match their longer life-spans; and that people 50-plus are seen as an integral and inspirational asset to society. The organization is proud to support Generation X, and their families, as they begin to confront challenges as they age and live life on their own terms.

Note to reporters: AARP has a series of info-graphics and polling results to provide further insight on Generation X that are available upon request.

For more information about Generation X please visit: aarp.org/GenXinsights

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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