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For people who want to own their age and get the most out of life, AARP says, “We Hear You”

AARP’s creative new ad campaign connects with people’s hopes and dreams

Washington DC – Built on the foundation laid by the 2014 launch of Real Possibilities and “You Don’t Know ‘aarp,’” AARP is unveiling a new ad campaign that shines a spotlight on individuals tackling everything from brain health to new careers, introducing a new meme, “We Hear You.”

As part of AARP’s renewed focus on listening and responding to people 50-plus, “We Hear You” highlights the many ways AARP celebrates life in extended middle age and helps people turn their dreams into realities. Also new in 2016, the ads feature AARP’s CEO Jo Ann Jenkins delivering the iconic “We Hear You” line to underscore the organization’s genuine commitment to helping millions of people take control of their lives and their futures.

“We’ve seen *Real Possibilities* and “You Don’t Know ‘aarp,’” really take hold over the last two years,” said AARP Senior Vice President of Brand Integration Barbara Shipley. “Now, we have a chance to add more momentum by putting a human face on the brand. The campaign shows very real people expressing wants and needs in terms of careers, travel, caregiving, brain health and fraud protection. It also introduces Jo Ann and her “We Hear You” message to prove we are in tune with what people are looking for at this time of their life.”

Since assuming her role as AARP’s CEO in 2014, Jenkins has been a tireless advocate for challenging outdated beliefs and sparking new solutions so that everyone can live and age as they choose. The campaign echoes many themes from her new book *Disrupt Aging*, most notably “own your age.”

The first of the ads features AARP’s Life Reimagined program and will air during NBC’s primetime all-star tribute to Jim Burrows on Sunday, February 21. The second ad featuring the award-winning *AARP The Magazine* will air during the 88th Academy Awards on Sunday, February 28. The remaining spots will roll out throughout the year.

For more information about Real Possibilities visit aarp.org/possibilities.

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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' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as personal wellness and financial resilience. AARP also advocates for individuals in the marketplace by offering member discounts on a wide range of premier lifestyle products and services. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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