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AARP Opens Call for Nominations for the AARP Purpose Prize™ Award

Awards Honor Innovative Work by People Age 50-Plus with Focus on Social Good

WASHINGTON, DC—AARP today announced a call for nominations for the Purpose Prize, the respected awards program launched in 2006 by Encore.org and now operated by AARP, which honors extraordinary individuals who use their life experience to make a better future for all.

This fall, five Purpose Prize winners will receive \$50,000 cash awards intended to assist them in accelerating and expanding their plans. Of particular focus this year will be work done in the areas of caregiving, savings, employment and the workplace, and livable communities, among others.

One of the five prizes will be designated as the Andrus Award for Intergenerational Excellence, named for AARP's founder Ethel Percy Andrus, recognizing an individual who brings together generations for the betterment of their community.

"For more than 10 years, the Purpose Prize recognized outstanding work by people age 60 and over focused on advancing social good," AARP CEO Jo Ann Jenkins said. "AARP is looking forward to continuing the great work of encore.org and we are pleased to say we have lowered the age parameter for applicants to 50 and up. We're excited to see the ideas that people have and to support some of the most promising ones with cash awards intended to help them get to the next step."

The Purpose Prize is open to the public and there is no charge for entry. However, to apply for the Purpose Prize, applicants must first be nominated by someone, or they may nominate themselves. Nominations may be submitted via [**www.aarp.org/purposeprize**](http://www.aarp.org/purposeprize)

Once having been nominated, applicants are invited to submit their Purpose Prize applications, which are due May 19, 2015. Nominations may be made from now until May 12 with all applications due May 19.

For more information about the Purpose Prize, including the nomination and application process, and prize eligibility, odds, disclosures, and official rules, please visit [**www.aarp.org/purposeprize**](http://www.aarp.org/purposeprize).

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About AARP

*AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [**www.aarp.org**](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.*

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