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## AARP Innovation@50+ Announces Winners of LivePitch: EverSafe Joins Siren Care and LifeSite as Consumers' Choices; GoGoGrandparent and Golden Are Judges' Choices

EverSafe is Co-Consumer Choice Winner for Financial Tech Along with LifeSite

**WASHINGTON, DC** — AARP today announced an additional consumer choice winner from its sixth Innovation@50+ LivePitch event held Wednesday, April 12 and Thursday, April 13, 2017, in Mountain View, CA. After reviewing consumers' choice voting data, EverSafe joins LifeSite as a LivePitch financial technology winner. GoGoGrandparent and Golden are the Judges' Choices. EverSafe, Siren Care and LifeSite were voted Consumers' Choices by the 500+ audience. The full event streaming video, as well as highlights, can be found on the website which also includes more information on companies and content, at [www.innovation50plus.org](http://www.innovation50plus.org)

"For six years now, our LivePitch event has focused on putting a spotlight on innovative startups improving the lives of those people 50 and over, as well as their caregivers," said Jody Holtzman, senior vice president, Market Innovation, AARP. "This year, we expanded from caregiving and health technology to also add financial technology. Five companies stood out from the 20 finalists we had pitching. We congratulate GoGoGrandparent and Golden as the Judges' Choices, and Ever Safe, Siren Care and LifeSite as the Consumers' Choices."

Financial technology Consumers' Choice **EverSafe**, of Columbia, MD, monitors bank and investment accounts, credit cards and credit reports, providing an extra layer of financial protection.

Caregiving health technology Judges' Choice **GoGoGrandparent**, of Mountain View, CA, helps older adults access and use on-demand transportation and offers extra tools for caregivers.

Financial technology Judges' Choice **Golden**, of San Francisco, CA, offers financial care, managing seniors' money, paying bills, increasing government benefits, and reducing medical, housing and living costs

Caregiving health technology Consumers' Choice **Siren Care**, of San Francisco, CA, is a smart sock with sensors embedded inside the fabric that tracks temperature and can find injury in real time, improving the lives of people living with diabetes.

Financial technology Consumers' Choice **LifeSite**, of Mountain View, CA, helps people to manage life's important documents/information such as property, legal, medical, insurance, wills, trusts, passwords, etc. in a secure cloud platform, and easily share and collaborate with family members, advisors, real estate agents, and trustees.

AARP's Innovation@50+ LivePitch event is a two day pitch competition for emerging startups in caregiving health and financial technologies. Each day featured conference sessions on caregiving, and savings and planning, respectively, related to the 50+ age group. This year included keynotes from Jo Ann Jenkins, CEO AARP, and Jean Chatzky, Financial Editor of NBC's TODAY Show. MSNBC's Richard Lui and Alexandra Drane also talked candidly about the role of the caregiver, its challenges, but also its opportunities. And AARP revealed the industry's first research on the unmet financial needs of customers 50+. The Financial Innovation Frontiers (FIF) report is available in full at [www.aarp.org/fif2017](http://www.aarp.org/fif2017)

Both afternoons, ten finalist companies in each category presented their business focus on stage in three-minute pitches to a panel of judges that includes venture capitalists and angel investors., AARP members/consumers at the event shared real-time feedback about the businesses.

Previous AARP Innovation@50+ LivePitch events have been held in Boston, Las Vegas, New Orleans, Miami, and last year's event at Plug and Play Tech Center, Sunnyvale, CA. Of the first 50 finalists, 27 have raised over \$175 million in venture investment, and another four companies exited through acquisition.

Additional information, including 2017 advisors, partners, judges and coaches, as well as programming content and speakers and all 20 finalists, is available at [www.innovation50plus.org](http://www.innovation50plus.org).

**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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