

WHAT WE DO *makes a difference*

Radio PSAs

"WHAT WE DO MAKES A DIFFERENCE 1"

Older Americans Month, May 2003

U.S. Administration on Aging

30 SECONDS

Lucille is 60 and cares for her 90-year-old mother-in-law. Henrique is 20 and delivers food to homebound seniors. Bey-Ling is 10 and reads to nursing home residents. What we do makes a difference in the lives of Older Americans. Learn more about how you can too. Visit www.aoa.gov. Or find out about programs and services in your community by contacting the Eldercare Locator at www.eldercare.gov or calling 1-800-677-1116. Celebrate Older Americans Month this May.

"WHAT WE DO MAKES A DIFFERENCE 2"

Older Americans Month, May 2003

U.S. Administration on Aging

15 SECONDS

Celebrate Older Americans Month this May, and learn how people of all ages across the nation are making a difference in the lives of older Americans and those who care for them. Visit www.aoa.gov. Remember: What we do makes a difference.

(Background Audio)

Soft piano instrumental begins, with individual voices of older persons of various ethnicities fading in and out—"Why does growing older seem to be so hard?" "What are my choices?" "Where can I turn for help?"—until background voices fade and soft music continues.

(Following Foreground Audio Track)

A female background voice returns: "Make a difference in the life of an older person."

(Background Audio)

Soft piano instrumental begins, with individual voices of older persons of various ethnicities fading in and out—"Why does growing older seem to be so hard?" "What are my choices?" "Where can I turn for help?"—until background voices fade and soft music continues.

(Following Foreground Audio Track)

A female background voice returns: "Make a difference in the life of an older person."



WHAT WE DO *makes a difference*

Radio PSAs

"WHAT WE DO MAKES A DIFFERENCE 3"

Older Americans Month, May 2003

U.S. Administration on Aging

30 SECONDS

Today's older Americans are living longer, more vital lives than ever before, but many also are facing difficult challenges.

The U.S. Department of Health and Human Services, Administration on Aging, works with a nationwide network of organizations and service providers to make support available. During Older Americans Month in May—and every month—find out more about programs and services in your community by contacting the Eldercare Locator at www.eldercare.gov or calling 1-800-677-1116. Or contact [insert your organization and telephone number] for information. Remember, what we do makes a difference.

"WHAT WE DO MAKES A DIFFERENCE 4"

Older Americans Month, May 2003

U.S. Administration on Aging

15 SECONDS

Many older Americans and the people who care for them face serious challenges. May is Older Americans Month. Visit www.eldercare.gov or call [insert your organization and telephone number] to learn more about the nationwide network that provides support in your community. What we do today makes a difference tomorrow.

(Background Audio)

Soft piano instrumental begins, with individual voices of older persons of various ethnicities fading in and out—"Why does growing older seem to be so hard?" "What are my choices?" "Where can I turn for help?"—until background voices fade and soft music continues.

(Following Foreground Audio Track)

A female background voice returns: "Make a difference in the life of an older person."

(Background Audio)

Soft piano instrumental begins, with individual voices of older persons of various ethnicities fading in and out—"Why does growing older seem to be so hard?" "What are my choices?" "Where can I turn for help?"—until background voices fade and soft music continues.

