For Immediate Release
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Purposeful Aging Los Angeles Launches Landmark Age-Friendly Survey

Purposeful Aging Los Angeles (PALA) – an Age-Friendly Initiative – launched a landmark survey today to gather feedback from County and City of Los Angeles residents that will guide the development of an Age-Friendly Action Plan for 2018-2021 for the Los Angeles region.

PALA seeks to prepare the Los Angeles region for a rapidly aging population through an innovative, sustained initiative that unites public and private leadership, resources and strategies. The older adult population (65 years and above) in the Los Angeles region will double between 2010 and 2030, from approximately 1.1 million to more than 2.2 million people.

“This is an opportunity for County and City of Los Angeles residents to speak out and help us make the Los Angeles region more age-friendly, allowing people to age in place and in community,” said Cynthia Banks, Director of Los Angeles County Workforce Development, Aging and Community Services.

“We ask residents of every community in the County and City of Los Angeles to join us in changing the future of aging in our region by taking this incredibly important survey,” said Laura Trejo, General Manager of the City of Los Angeles Department of Aging.

The confidential PALA survey takes about 20 minutes to complete and can be filled out by anyone 18 years of age or older who resides in the County of Los Angeles. The survey is available in 10 languages* at purposefulagingla.com and will be available from August 14, 2017 – September 15, 2017. Individuals and organizations are encouraged to help promote the survey to County residents using a Toolkit available at purposefulagingla.com.

About PALA
PALA is an Age-Friendly Initiative that seeks to prepare the Los Angeles region for a rapidly aging population through an innovative, sustained effort that unites public and private leadership, resources, and strategies. PALA will improve the lives of older adults and ensure a better future for residents of all ages in the Los Angeles region. PALA was launched in 2016 by the County and City of Los Angeles, AARP, the Milken Institute Center for the Future of Aging, the USC Leonard Davis School of Gerontology and the UCLA Los Angeles Community Academic Partnership for Research in Aging.

*English, Spanish, Armenian, Cambodian, Korean, Mandarin, Russian, Tagalog, Vietnamese and Farsi (hardcopy format only).

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