

FOR IMMEDIATE RELEASE

May XX, 2017

Contact: [insert contact info]

Washington, DC -- LeadingAge, an association representing nonprofit aging services providers, launched a new campaign today targeting the Department of Housing and Urban Development Section 202 Housing for the Elderly program (HUD 202). We are pleased to support this campaign in our community.

[**Save HUD 202**](http://www.savehud202.org) focuses on:

* Preventing cuts to HUD 202.
* Maintaining 100% funding for people served by affordable housing today.
* Expanding funding to create new affordable housing for older adults.

A large and rapidly expanding population of low-income older adults faces the dual challenges of finding affordable, safe housing that can accommodate changing needs as they grow older. HUD 202 provides funding for housing with services so this population can age in place longer and with more positive health results.

[Insert quote from president, CEO, or executive director]

The campaign is a comprehensive, multi-month effort to convince lawmakers to fully fund the 202 program. Due to proposed spending cuts, funding for the program is at risk. Any cuts would reduce the availability of affordable housing for vulnerable, older adults.

At the end of June, LeadingAge, its state partners, and members will hold a rally on Capitol Hill to amplify the campaign’s messages. [Sample language: {Your organization} plans to attend the rally…{enter relevant details} OR {Your organization} can’t attend the rally in person, but we will hold our own rally here in support of the campaign.]

“We want to be very loud and very clear that cuts to the HUD 202 program will have a devastating effect on many older adults who rely on affordable housing options,” says [president, CEO, or executive director or board chair]. “As the number of older adults increases rapidly, more -- not less -- funding is needed.”

###

[Insert your organization’s boiler plate.]