

September 24, 2019

Let's Stop Ageism and International Day of Older Persons

Join online discussions and declare October 1 International Day of Older Persons in your community

The [Alberta Council on Aging](#) is asking municipalities to declare October 1 the International Day of Older Persons. International Day of Older Persons is a day to recognize and acknowledge older Albertans and their contributions to our communities; raise awareness about seniors' interests and concerns; and address misconceptions about older persons and aging.

The Alberta Council on Aging is also launching the [Let's Stop Ageism](#) campaign on October 1. Incorporating digital marketing, arts-based events, and educational programming, this campaign will address ageism head on, raise awareness, promote discussion, and invite community members of all ages to embrace and celebrate older people. Participate on social media using the hashtag #LetsStopAgeism.

For a media tool kit to get involved with the Let's Stop Ageism campaign, click [here](#).

For more information on the campaign, click [here](#).

For enquiries, please contact:

Warren Noga
Policy Analyst
warren@RMAAlberta.com

Tasha Blumenthal
Director of External Relations & Advocacy
tasha@RMAAlberta.com

2510 Sparrow Drive
Nisku, Alberta T9E 8N5

OFFICE: 780.955.3639
FAX: 780.955.3615
RMAAlberta.com