



***(Formerly Southwest Suburban Center on Aging)***

111 West Harris Avenue  
La Grange, Illinois 60525  
(708) 354-1323

**NEWS RELEASE**

For Immediate Release: May 11, 2009  
Contact: Niki Chibucos,  
Director of Development and  
Community Relations  
(708) 354-1323, extension 26

**FOR IMMEDIATE RELEASE:**

La Grange, IL—At a breakfast reception on Monday, May 11, Southwest Suburban Center on Aging, La Grange, formally announced the organization's new name, Aging Care Connections, to the community. Founded in 1971, and located in a building at 111 W. Harris Avenue identified by a sign reading Senior Center, the organization selected the new name to more closely align with its mission to enrich the quality of life of older adults and their families through a range of programs and services that enhance their well-being and independence.

The necessity for a new name emerged after a strategic plan completed in 2005 called for the transitioning of programs related to recreation to other sites in Aging Care Connection's 22-community service area. Because of the duplication of offerings and the goal to attain cost-effective operation, it was decided that Aging Care Connections should focus on delivering services and programs related to its particular strengths: the respect and credibility for its highly committed, professional staff; its core competencies in information and referral, assessments and case management; its strong understanding of services to the elderly and the network of service

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providers; and its reputation, history and location in the center of the 22 communities it serves.

With the assistance of a Taproot Foundation service grant to develop key messages and branding strategy, the process leading to the selection of an appropriate name began. After a lengthy discovery protocol including interviews with members of the community, constituents, staff, board members and funders, the outcome of the grant was the identification of the organization's key branding attribute as the expert information and community resource on aging. The organization's expert, professional staff enables Aging Care Connections to offer clients the promise to connect them to the most comprehensive, expert, information, resources and program options to enhance their well-being and independence. A directional tag line, "Leaders in Information. Your Connection to Care." was developed.

A second Taproot Foundation service grant focused on naming and visual identity was awarded and the process to select a name began. The goal was to create a simple, memorable name reflecting the key messages and branding developed in the earlier grant. Aging Care Connections emerged as the most appropriate name to convey the resource and direct service components in the comprehensive range of benefits offered by the organization. A memorable logo depicting that the organization is the source and connection to services for older adults was designed along with the tag line "Your source for senior care."

Aging Care Connections' inaugural annual report for the 2007-2008 year will also debut on Monday. A third Taproot Foundation service grant produced the report which will highlight the organization's commitment to serving older adults through social services and programs ensuring their independence and safety in the community.

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Aging Care Connections is a non-profit organization which is the connection to the most comprehensive, expert information, programs and services enabling older adults to remain independent and their families to make the best, most informed decisions regarding needed care in their lives. Serving 22 communities in Lyons, Riverside and South Proviso Townships, Aging Care Connections' programs and services are made possible by community support and donations, and, in part, by the Illinois Department on Aging (IDOA), AgeOptions, Community Memorial Foundation and local United Ways. Our organization investigates elder abuse in ten additional communities in Leyden and Norwood Park Townships. To learn more, visit [www.agingcareconnections.org](http://www.agingcareconnections.org).