

COASTAL SENIORS

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FOR IMMEDIATE RELEASE

Young People Set to Lift the Spirits of Mendonoma Seniors One Valentine's Day Card at a Time

DoSomething.org and Meals on Wheels America join forces for fourth annual Love Letters campaign

Point Arena, CA (January 11, 2017 – More than 15.5 million seniors in America live alone and face isolation due to declining mobility and geographic location. To help combat the negative effects of isolation, DoSomething.org, the largest organization for young people and social change, has teamed up with Meals on Wheels America, the oldest and largest national organization supporting community-based senior nutrition programs, for the fourth annual *Love Letters* campaign.

Mendonoma seniors served by Coastal Seniors are set to receive handmade Valentine's Day cards created by youth volunteers from across the country this Valentine's Day.

"The Love Letters campaign is a great opportunity for our seniors to know that they have people always thinking about them," said Micheline Kirby, Executive Director of Coastal Seniors. She continued, "Our biggest goal outside of senior nutrition is to create opportunities that will help eliminate isolation and loneliness among our most vulnerable seniors. This campaign gives our organization one more opportunity to bring joy to our clients' lives and we are very thankful for that."

The popular campaign, encouraging young people to create handmade Valentine's Day cards to lift the spirits of older adults this winter, runs through February 15, 2017 and cards will be included in meal deliveries to Meals on Wheels clients across the country.

"*Love Letters* is one of DoSomething.org's most popular campaigns because young people get to use their creativity to help brighten older adults' day during a peak time of isolation and depression," said Michelle Fino, Chief Marketing Officer at DoSomething.org.

Since 2014, the popular campaign has generated nearly one million cards that have been distributed through Meals on Wheels America's network of local programs, which serves 2.4 million homebound seniors each year. The support of this network provides is critical to helping them maintain enough independence to stay in their own homes.

Visit www.dosomething.org/loveletters to get involved.

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For over 31 years Coastal Seniors has been serving the Mendonoma coast, from Irish Beach in Mendocino County to the north down through Stewarts Points in Sonoma County to the south and inland areas like Annapolis. Our mission is to identify needs, provide programs and promote the well-being of seniors in our coastal communities. Our goals include providing on-going nutritious meals through our Meals on Wheels and senior lunch program, supporting the local movement to age in place in a happy and healthy manner, eliminate isolation and loneliness, and expand programs to fit the growing needs of our aging community.

About Meals on Wheels America

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based senior nutrition programs across the country that are dedicated to addressing senior hunger and isolation. This network exists in virtually every community in America and, along with more than two million volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America's seniors to live nourished lives with independence and dignity. By providing funding, leadership, research, education and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit www.mealsonwheelsamerica.org.

About DoSomething.org

DoSomething.org is the largest tech company exclusively for young people and social change. We're activating 5.5 million young people (and counting!) to make positive change, online and off, in every US zip code and in over 131 countries. When you join DoSomething, you join something bigger than yourself. You team up with the young people who have clothed half of America's youth in homeless shelters. And cleaned up 3.7 million cigarette butts from the streets. And run the largest youth-led sports equipment drive in the world. And more! You've got the power and the passion to make an impact -- we'll help you get it done. Welcome to DoSomething. Let's Do This.