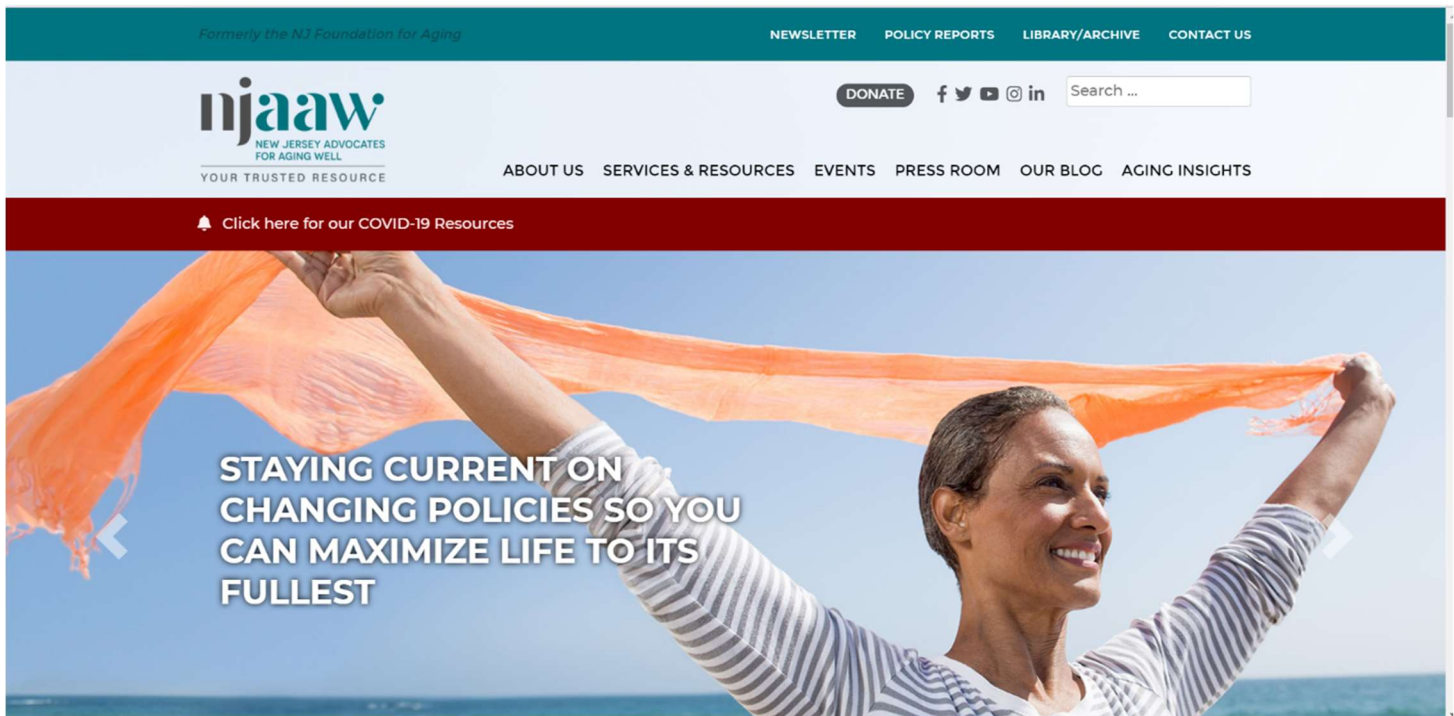




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**FOR IMMEDIATE RELEASE**

## **NJ Foundation for Aging is now NJ Advocates for Aging Well**

**Trenton, NJ (January 2021)** – The nonprofit New Jersey Foundation for Aging (NJFA), founded in 1998, has changed its name to NJ Advocates for Aging Well (NJAAW), effective January 11.

This name change is accompanied by a new logo and tagline of “Your Trusted Resource”; redesigned website, now at [njaaw.org](http://njaaw.org), and a new look for the organization’s Aging Insights TV program, marking 10 years in February.

“A New Year – a new us,” mused Executive Director Melissa Chalker, MSW. “As NJ Advocates for Aging Well, we now have a name that more succinctly captures our commitment to our home state,” Chalker said.

“Everyone has a right to age well in the community of their choice. We provide leadership in public policy and education and work diligently to ensure that every person in NJ can do just that.”

“NJAAW’s re-introduction stems from the goals outlined in the organization’s 2019–2023 strategic plan,” said Board Chair Steve Leone, noting that the nonprofit’s name and look has been “refreshed,” but its mission remains the same.

“NJAAW was founded as NJFA in 1998 by four County Offices on Aging Directors,” Leone stated. “They saw the need for a statewide organization to address the pressing issues that they had identified in their communities.” NJAAW’s social action issues include senior housing and hunger, elder economic security, older workers and transportation.

(more)

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“We’re excited about starting 2021 with these changes and would like to thank everyone involved in making them possible,” said Chalker. “As a reminder, we are all ‘getting older’ every day. We invite you to visit us at [njaaw.org](http://njaaw.org) to educate yourself about what you and your loved ones will face as you live and age well in the Garden State.”

NJAAW’s new website, designed by CMA in Princeton Junction, NJ, has an expansive number of services and resources from around the state for older adults, caregivers and professionals in the field of aging. The site also features a weekly newsletter for those in the aging field, monthly blog posts and a library of archived policy reports and *Renaissance* magazine editions.

The nonprofit NJAAW also presents educational forums and an Annual Conference offering development opportunities and best practices for professionals entrusted with caring for seniors (online June 3 and 4, 2021). Its award-winning monthly Aging Insights TV show, with its newly revamped format, can be viewed on [youtube.com/user/njfoundationforaging/](https://youtube.com/user/njfoundationforaging/), [njaaw.org](http://njaaw.org) and more than 70 public-access stations around NJ.

Maria DiMaggio, MSW, Social Services Administrator, New Jersey Housing and Mortgage Finance Agency (NJHMFA), said, “NJAAW’s new name exemplifies their efforts to effect change on behalf of New Jersey’s older adults via advocacy and education of professionals working with older adults. The NJHMFA is home to more than 30,000 low- and moderate-income older adults living in subsidized and tax credit-funded senior housing developments. We have partnered with NJAAW since its inception. Their Annual Conference, webinars and public policy forums have benefitted both residents and development service coordinators throughout New Jersey.”

“NJ Advocates for Aging Well is such a fitting name,” said Lori Feldstein, CEO and Executive Director, Goals of Care Coalition of New Jersey (GOCCNJ). “NJAAW has been an incredible addition to the GOCCNJ. Our collaboration in this past year alone has resulted in expanded outreach to older residents of New Jersey.”

# # #

### ***About NJAAW***

*NJ Advocates for Aging Well (NJAAW, [njaaw.org](http://njaaw.org)), formerly NJ Foundation for Aging, has been on the forefront of revolutionizing the aging experience since 1998. It is the only statewide nonprofit focused solely on providing leadership in public policy and education to enable older adults to live with independence and dignity in their communities. NJAAW’s social action issues include senior housing and hunger, elder economic security, older workers and transportation. The award-winning Aging Insights, a monthly topical TV program produced by NJAAW, connects caregivers, seniors and their families to community-based services and resources. The show is available on [youtube.com/user/njfoundationforaging/](https://youtube.com/user/njfoundationforaging/), NJAAW’s website and on more than 70 public-access TV stations. NJAAW also presents educational forums and an Annual Conference (June 3–4, 2021) offering development opportunities and best practices for professionals entrusted with caring for seniors.*

### ***About CMA***

*CMA is a full-service communications, marketing and association management firm, which has provided its clients with award-winning and proven results for more than 30 years. To drive ROI, it utilizes its strategic solutions including [branding](#), [digital marketing](#), [web and mobile app development](#), [social media](#), [public relations](#), [advertising](#), [collateral](#), [association management](#), [event planning](#), [publications](#), and [advertising sales](#). Through its proprietary discovery process, Marketecture™, CMA offers a strategic analysis to help clients understand how they can best be positioned in the marketplace. Community is central to CMA, with more than 3,000 hours dedicated to volunteering, fundraising and pro bono services over the past three decades. CMA embraces a workplace that fosters fun and creativity for its clients and staff, from summer BBQs and team-building activities, to a pet-friendly environment. Visit [CMAolutions.com](http://CMAolutions.com) and follow @CMAresults on [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).*