



**FOR IMMEDIATE RELEASE: Encore.org Announces AARP as the New Home for The Purpose Prize®**

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**San Francisco, February 10, 2016** – Encore.org today announced AARP will begin operating The Purpose Prize which for the past 10 years has awarded six-figure cash prizes to people age 60 and above for significant positive social-impact work.

Since 2005, The Purpose Prize has generated nearly 100,000 nominations and produced more than 500 winners and fellows. Among many other plaudits, the prize has been likened to a “MacArthur Genius Grant award for retirees” by *The Wall Street Journal*.

In addition to enjoying a long history of collaboration, AARP and Encore.org share a common mission to reframe the way society looks at aging, the organizations said. In 2011 AARP adopted the intergenerational tutoring and mentoring program Experience Corps, initially launched by Encore.org, expanding the scale of the program via AARP’s nationwide network. That same year, AARP sponsored the first Purpose Prize award focused on intergenerational innovation.

Going forward, the prize will recognize outstanding social-impact achievements by people age 50 and above, the organizations said.

“Under the direction of AARP, The Purpose Prize has the potential to take its message of later life creativity and innovation to every corner of the globe -- painting a vision of life at age 50 and above as a time when everyone has the chance to become a change maker,” said Encore.org CEO and founder Marc Freedman.

“We’re excited to integrate The Purpose Prize into the AARP landscape,” said AARP CEO Jo Ann Jenkins, who has served as a Purpose Prize juror in years past. “We look forward to building on all the good work already done by Encore.org in ways that result in The Purpose Prize becoming an even greater force for positive social change and shorthand for what success looks like for people age 50 and up.”

Encore.org and AARP are working in close partnership to ensure a smooth program transition. For news on the nomination process, please follow AARP and Encore.org social media channels.

### *About Encore.org*

Encore.org is a national nonprofit that is building a movement to tap the skills and experience of those in midlife and beyond to improve communities and the world. To learn more about the history and the future of The Purpose Prize, visit [www.encore.org/prize](http://www.encore.org/prize).

### *About AARP*

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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