

## MEDIA ALERT

**Attention: Assignment desk, city desk**

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## REACH OUT IN FRIENDSHIP TO SENIORS

**WHAT:** As we all follow the Shelter in Place recommendations of Governor Pritzker, due to the Coronavirus (COVID-19) outbreak, many people are trying to find ways to support their community. At the same time, as one of the groups most impacted by this coronavirus, seniors are not able to leave their homes and cannot participate in regular activities. Many seniors will feel increasingly lonely and isolated. Little Brothers - Friends of the Elderly works every day, for over 60 years, to alleviate isolation and loneliness among the elderly. We are looking for your help in getting out a simple message: Now is a good time for everyone to reach out in friendship to seniors. For seniors living nearby, check to see if they need you to pick up groceries on your next trip to the store. For seniors living far away, a phone call or a note can go a long way toward lifting the spirits of an older friend or family member and making them feel connected.

While many of us are relying more heavily on texts and social media, a phone call is an especially effective way to remind seniors they are valued and cared for. A conversation about hobbies or common interests or joint memories can help lift the spirits of seniors and make them feel less alone. And sharing laughter releases tension and improves mood. If you're not sure what to talk about, Little Brothers is posting conversation starters weekly on our website at [littlebrotherschicago.org/wecare](http://littlebrotherschicago.org/wecare).

If you would like more information, our CEO, Simone Mitchell-Peterson, is available for phone or Skype interviews.

**ABOUT:** Providing services to lonely and isolated seniors in Chicago for 60 years, Little Brothers - Friends of the Elderly is a volunteer-based nonprofit organization committed to relieving isolation and loneliness among the elderly by offering year-round, lifelong friendship and socialization opportunities. All services are free and open to seniors over the age of 70, who are living without support from friends and family, regardless of income. To learn more, visit [www.littlebrotherschicago.org](http://www.littlebrotherschicago.org) or call 312.455.1000.