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### **SENIOR SERVICES OF STAMFORD BECOMES SILVERSOURCE**

#### **Leading Agency Adapts to Address Needs of Growing Baby Boomer Population**

**Stamford, CT** – January 22, 2015 - As the percentage of older adults in Stamford continues to grow, one of the area's leading nonprofit agencies serving this population is adjusting with the times. [Senior Services of Stamford](#), an independent organization that offers a wide array of support services in the Greater Stamford area, will now be known as "SilverSource."

Following strategic conversations with national and regional councils on aging, civic and community leaders, researchers and clients, the organization's leadership determined that a name change was necessary as it repositions itself to serve Stamford's growing older adult population. Currently, 16% of Stamford's residents are aged 60 and over, and Connecticut's older adult population is expected to increase 64% from 2006-2030.

"Our audience has changed the way they think of themselves," says SilverSource Board Chair Dr. Donald Case. "We are here to serve adults 60 and older, and they say the term 'senior' applies to 74 year-olds. And while Baby Boomers tend to lead more independent lives than their parents or grandparents did at this age, they too face hardships related to aging that we can help address."

Much of the organization's activity has centered on serving as a vital resource to seniors "at risk" – providing emergency financial assistance to prevent evictions and homelessness, to cover utility bills as well as the cost of medications, and transportation to medical appointments. At its core, SilverSource is committed to serving older adults from all walks of life in a spirit of personal care and concern.

"Our organization has been one of the best-kept secrets in Stamford and it is often mistaken for a municipal agency," says Executive Director Kathleen Bordelon. "As the need for reliable information and guidance is expected to increase dramatically, branding ourselves as SilverSource will make it easier for people to recognize us as a resource on all aging issues and it will differentiate our organization from other senior service providers."

SilverSource will continue to offer the programs and social services Senior Services of Stamford is known for, while further establishing itself as an advocate for older-adult issues in the community. This includes helping older adults and their families navigate an immediate crisis, manage a short-term matter, and assist with planning for longer-term life transitions. In addition to its direct services, SilverSource connects seniors to other programs and coordinates with providers in the community, creating a safety net.

#### **About SilverSource**

Originally founded in 1908, SilverSource, Inc. is an independent, nonprofit agency that facilitates the expedited delivery of individual assistance, financial support, and other services that positively improve quality of life while serving as a resource center and referral source for issues facing older adults. SilverSource is located at 2009 Summer Street, Stamford, CT 06905. More information is available on the organization's new website <http://www.silversource.org>.