

# PRESS RELEASE

FOR IMMEDIATE RELEASE

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## **AGE OF CENTRAL TEXAS TO COLLECT INCONTINENCE PRODUCTS FOR LOW INCOME OLDER ADULTS**

AGE of Central Texas (AGE), a regional nonprofit serving older adults and family caregivers, has launched their Donation Drive for Dignity, a community wide supply drive taking place from April 15-May 15 to collect adult pull-ups that will be distributed to low income older adults in need.

“Many older adults in our community are struggling to bear the weight of financial burden that comes with aging,” AGE Chief Executive Officer Suzanne Anderson said. “Those who are low income and uninsured are often faced with the tough decision of choosing between groceries or medication and the hygiene supplies they need. AGE, with the help of this community, can relieve individuals of that choice by providing them with what they need completely free of charge.”

Sponsored by H-E-B and the FT Cares Foundation, this campaign has a goal of collecting 10,000 adult pull-ups to meet the growing need for free incontinence items among those they serve through the AGE Health Equipment Lending Program (H.E.L.P.). This program provides free incontinence items and durable medical equipment to low income older adults in Central Texas. In 2023, this program provided over 3,000 items to over 1,000 individuals and expects those numbers to grow significantly in 2024.

“We call the incontinence supplies that H.E.L.P. provides dignity restoring because it gives the older adults we serve independence and the ability to engage with the world around them without the challenges and stigma of incontinence,” AGE Chief Development and Communications Officer Jayden Beatty said. “We all want to age with dignity and access to the right supplies are required to do that while maintaining a positive quality of life.”

There are three ways individuals in the community can help-

1. Donate a pack of adult pull-ups (without tabs) that can be dropped off at one of 8 drop off locations. **AGE encourages community members to use the Dignity Drive’s preferred retailer, H-E-B!**
2. Donate \$25 that will be used to purchase a package of adult pull-ups.
3. Make a contribution to support the work AGE of Central Texas does to help low income older adults and family caregivers!

Those interested in supporting the campaign can go to [www.AGEofCentralTX.org](http://www.AGEofCentralTX.org) to learn more and give.

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AGE of Central Texas is a leading regional non-profit organization delivering services, education, and assistance supporting the area’s rapidly growing population of older adults and their caregivers. AGE’s six core programs include adult day health care, caregiver education, early memory loss support, health equipment lending, resource center information, and peer-based computer classes for older adults. Founded in 1986, AGE’s services cultivate strength, compassion, and community. For more information, visit [www.AGEofCentralTX.org](http://www.AGEofCentralTX.org) or call (512) 451-4611.



**MEDIA CONTACT**

**Jayden Beatty**  
**Chief Development and Communications Officer**  
**[JBeatty@AGEofCentralTexas.org](mailto:JBeatty@AGEofCentralTexas.org)**  
**806-677-8380 (C)**