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Allies for Aging: Empowering Colorado's Aging Adults to Thrive

Rocky Mountain Public Media's New Initiative Connects Coloradans with Community Resources

Denver, CO – Allies for Aging is a new Rocky Mountain Public Media (RMPM) initiative designed to help Colorado's aging adults and their caregivers access the resources, opportunities, and support they need to live full lives. This initiative connects individuals to vital services, from healthcare and housing to social engagement and financial planning, while also sharing inspiring stories and educational content about aging well.

Everyone deserves to age with dignity and support. Whether it's accessing benefits, finding volunteer work, or discovering local activities, Allies for Aging makes sure no one has to go through it alone. Colorado has the second-fastest-growing older adult population in the US, yet many people don't know about the amazing resources available to them. Local nonprofits and community organizations offer vital support, but funding for awareness is scarce, and finding trusted resources can be challenging. That's where Allies for Aging comes in, filling the gap by making it easier to discover and use these services, empowering Coloradans to live boldly, stay connected, and thrive at every stage of life.

"There is an abundance of resources available to aging Coloradans and caregivers, but they can be hard to find and even harder to know what to trust," said Amanda Mountain, President and CEO of Rocky Mountain Public Media. "We are proud to stand alongside Coloradans as they navigate aging so it doesn't feel so lonely, and together we can support folks thriving later in life."

As a trusted public media leader, RMPM is uniquely positioned to reach and engage aging adults and their caregivers, including the "sandwich generation." Through partnerships with aging adult organizations, RMPM amplifies these resources, combining media outreach with community collaboration to maximize impact.

Next50 is a Denver-based, national funder that is dedicated to making it more affordable to age. "We are so excited to partner with Rocky Mountain PBS on their Allies for Aging Initiative," said Rach Angard, a Community Impact Coordinator with Next50. "They are a far-reaching and trusted resource for Coloradans, which makes them the perfect organization to tell stories of aging and connect older adults to resources they might not know about."

Visit rmpbs.org/alliesforaging to learn more.

"There are only four kinds of people in the world: those who have been caregivers, those who are currently caregivers, those who will be caregivers, and those who will need caregivers."

- Rosalynn Carter

About Rocky Mountain Public Media

[Rocky Mountain Public Media](#) (RMPM) is Colorado's largest statewide, member-supported multimedia network, home to Rocky Mountain PBS, KUVU JAZZ, and THE DROP 104.7. RMPM works to strengthen Colorado communities by offering educational resources, trusted news and information, a stage for local artists, and stories that build bridges to empathy and understanding.

Media Note: Follow @rmpbs & @Next50 for updates.

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