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Millennials Inspire Peers to Pursue Careers of Purpose & Opportunity in Aging America
Young Professionals & Students Launch Campaign with Video for Students

Washington, DC: Today, [Connect the Ages](#), is launching its first video in a series of digestible multimedia content showcasing the vast and fulfilling opportunities in aging. The mission of Connect the Ages is to inspire 5 million students to pursue careers in aging by 2025. The videos are coupled with grassroots campaigns and aimed to be both educational and inspirational for students and young professionals to make aging their intended destination.

Dozens students and young professionals ranging from architects, entrepreneurs, healthcare workers, operators, and technologists joined filmmakers sharing their “why”.

- Most Millennial interviewees found their way to aging by happenstance during the recession, through internships, or after caring for a loved one.
- This has been a volunteer-led and bootstrapped project based on shared passion and the efforts of hundreds of volunteers nationwide over a 3 year period.
- Stories of why range from personal hope to enjoy their own longevity, helping their own grandparents, and discovering the potential to innovate an industry.

Daily, 10,000 Americans become eligible for Medicare, just shy of the number of birth certificates issued. Dual demographics create unique economic development opportunities for younger generations to do well while doing good. Millennials, often stereotyped as entitled and selfish, have found their passion in aging. Careers in aging offer job characteristics meaningful to younger workers who are passionate about collaboration, creativity, innovation, and impact.

History: Connect the Ages was founded by 28 year-old, [Amanda Cavaleri](#) (entrepreneur/ AARP Fellow) in partnership with Reid Estreicher (Samsung), Joel Mendes (JLL), Sharon Pewtress (The Canterbury), and Summer Blizzard (Elmcroft Senior Living) to bridge the workforce and innovation gaps in aging. Over the last few years, Connect the Ages has worked with hundreds of young professionals and students to build multimedia messages and pilot grassroots campaigns aiming to inspire and connect millions of young people to careers in aging.

Grassroots campaigns include guest lecturing and intergenerational mentorship, giving students a positive, experience with older people before they are open to considering a career in aging. Connect the Ages grew from a shared concern that education and career advice does not match the demand of aging populations. Connect the Ages is also seeking partners within education including career counselors, students and teachers to build upon grassroots campaigns.

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