



NEW YORK STATE SENATOR

Eric Adams

September is Seniors Month

ERIC ADAMS August 31, 2012



MEDIA ADVISORY---SEPTEMBER IS BROOKLYN SENIORS MONTH!

Wellcare Health Plans, Inc., In Partnership With Senior Citizens, NYS Democratic Senate Conference Leader John Sampson, Brooklyn Borough President Marty Markowitz, Congressman Edolphus Towns, Congressman Yvette Clarke, Senator Eric Adams, Senator Kevin Parker, Senator Daniel Squadron, Assemblymember Inez Barron,

Assemblymember Alec Brook-Krazny, Assemblymember William Boyland, Assemblymember Karim Camara, Assemblymember Rhoda Jacobs, Assemblymember Nick Perry, Councilmember Letitia James, Councilmember Darlene Mealy, and Councilmember Jumaane Williams, announces The First “Brooklyn Seniors Month”

Elected officials from throughout Brooklyn, in partnership with WellCare Health Plans, Inc. (NYSE: WCG) and senior citizens, will hold a press conference to announce Brooklyn Seniors Month. During the entire month of September, a number of planned activities will be available free of charge to seniors in Brooklyn.

Brooklyn Seniors Month will be comprised of a series of fun events and useful information for elders from the borough of Brooklyn. The itinerary of events for senior citizens will include a resource health expo, movie day, safety and fitness day, comedy show, and senior concert. Culminating the month’s activities is a special recognition breakfast for grandparents who are raising their grandchildren.

Borough President Markowitz: “The population of Brooklyn’s seniors increased nine percent between 2000 and 2010, and Brooklyn is now home to nearly one third of all New Yorkers over the age of 60. As a proud member of the ‘maturer’ set, I know that as this community continues to grow, we need to provide not only essential services but fun, recreational opportunities for our active adults. Bravo to the many members of the Brooklyn delegation and partner WellCare Health Plans, Inc. for making Brooklyn Seniors Month a reality, and for helping to ensure that maturer Brooklynites enjoy all that our borough and New York City have to offer.”

Minority Leader NY State Senate John Sampson: “I am pleased to join my colleagues in government and WellCare Health Plans, Inc. as we partner to pay tribute and honor our senior citizens during the month of September. We have a rich documented history developed by our elders and recognizing their contributions is one way of showing respect and appreciation for their gracious acts. This is about acknowledging our senior citizens’ role in American culture and how they continue to bring vast positive benefits to our communities. I join with my colleagues and Wellcare Health Plans, Inc. in honoring our Golden Citizens for a job well done.”

Congressman Edolphus “Ed” Towns: “September is Brooklyn Seniors Month. It is important for us to recognize our elders who make invaluable contributions to our community. Join my colleagues and me as we celebrate and honor their accomplishments.”

Congressman Yvette Clarke: “I am proud to join my colleagues in government to celebrate Brooklyn Seniors Month. It is a privilege for me to recognize our seniors for their many years of service in our communities and to thank them for their invaluable contributions towards the growth and development of our great borough.”

Senator Eric Adams: “I am elated to partner with my colleagues in government, senior centers in my district and with WellCare Health Plans, Inc. to host the first of many Brooklyn Seniors Month events for our matriarchs and patriarchs in Brooklyn. Our senior citizens have paved the way for many of us to have achieved our various goals. It is indeed a privilege

and honor for me to take part in a month of activities focused on their wellness and creativity. Kudos to WellCare Health Plans, Inc. for being a proud sponsor of Brooklyn Seniors Month and for putting the seniors first!"

Senator Daniel Squadron: "Brooklyn Seniors Month is the perfect opportunity to celebrate our borough's seniors and connect with a wide variety of exciting programs. I'm looking forward to joining my colleagues in taking part!"

Assembly Member Alec Brook-Krasny: "I am proud to stand with my colleagues in government, as we celebrate the wonderful senior citizens in our districts. I extend a special word of acknowledgement and thanks to WellCare Health Plans, Inc. for sponsoring the large array of activities during the entire month of September, and for recognizing the importance of providing healthy and fun activities for our seniors."

Assembly Member Karim Camara: "I am proud to collaborate with my colleagues on this wonderful initiative, dedicating a month of activities and resources to our seniors – a population that is often forgotten and needs our greatest support. This month is a reminder to our seniors that we care and you are not forgotten."

Assembly Member Rhoda Jacobs: "As always, I am happy to work with Senator Eric Adams to provide these exciting and important programs for our Senior Citizens. Brooklyn Seniors Month is a wonderful opportunity to provide entertainment to our seniors; information on

their rights, benefits and health needs; and the recognition they truly deserve."

Council Member Letitia James: "As we near the summer's end, I am happy to celebrate September as Brooklyn Seniors Month recognizing Brooklyn's esteemed senior population and their great contributions to our City. I share this auspicious occasion with my colleagues in government and with Wellcare Health Plans, Inc. in making this vision a reality. We are anticipating that this month-long event will be the first of many to come and that these activities will be healthy and fun filled."

Council Member Jumaane Williams: "I am honored to help usher in Brooklyn Seniors Month. Our elders light the way for current and future generations, and in many of our neighborhoods they are still among the most active civic leaders pushing for progress. We need to show them our appreciation every day, but particularly this month we will get a chance to highlight their pivotal role in our communities."

Marc Russo, President North Division, WellCare Health Plans, Inc.: "We are honored to partner with New York's state and local officials to bring critical information and resources to Brooklyn's seniors throughout the month of September. At WellCare Health Plans, Inc., our mission is to work with doctors, hospitals and governments to provide quality, cost-effective health care solutions. Our entire reason for being is to serve our members. We have the privilege of serving tens of thousands of members in Brooklyn and it is our goal to help them and others in the community lead better and healthier lives."

Date/Time: Thursday, August 23, 2012 at 11:00 a.m.

Location: On the steps of Brooklyn Borough Hall (Court Street & Remsen Street)

Presiding: NYS Senate Conference Leader John Sampson

Brooklyn Borough President Marty Markowitz

Congresswoman Yvette Clarke

Senator Eric Adams

Senator Kevin Parker

Assembly Member Inez Barron

Assembly Member Alec Brook-Krazny

Assembly Member William Boyland

Assembly Member Rhoda Jacobs

Assembly Member Nick Perry

Council Member Jumaane Williams

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