

**FOR IMMEDIATE RELEASE**

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**YOUNG PEOPLE SET TO LIFT THE SPIRITS OF AKRON SENIORS  
ONE VALENTINE'S DAY CARD AT A TIME**

**DoSomething.org and Meals on Wheels America join forces for Fourth Annual  
Love Letters Campaign**

**Akron, Ohio, January 27, 2017** – More than 15.5 million seniors in America live alone and face isolation due to declining mobility and geographic location. To help combat the negative effects of isolation, DoSomething.org, the largest organization for young people and social change, has teamed up with Meals on Wheels America, the oldest and largest national organization supporting community-based senior nutrition programs, for the fourth annual *Love Letters* campaign.

Akron seniors served by Mature Services' Meals on Wheels program are set to receive handmade Valentine's Day cards created by youth volunteers from across the country this Valentine's Day.

"This has been a wonderful experience for our clients in the past," said Catherine Lewis, Director of Meals on Wheels at Mature Services. "Northeast Ohio is usually cold and bleak in February, and for our homebound seniors and disabled clients, these love letters are often the only bright spot they have to enjoy in the winter."

The popular campaign, encouraging young people to create handmade Valentine's Day cards to lift the spirits of older adults this winter, runs through February 15, 2017, and cards will be included in meal deliveries to Meals on Wheels clients across the country, including Mature Services' Meals on Wheels clients.

"*Love Letters* is one of DoSomething.org's most popular campaigns because young people get to use their creativity to help brighten older adults' day during a peak time of isolation and depression," said Michelle Fino, Chief Marketing Officer at DoSomething.org.

Since 2014, the popular campaign has generated nearly one million cards that have been distributed through Meals on Wheels America's network of local programs, which serves 2.4 million homebound seniors each year. The support this network provides is critical to helping them maintain enough independence to stay in their own homes. Visit [www.dosomething.org/loveletters](http://www.dosomething.org/loveletters) to get involved in the *Love Letters* campaign.

### **About Mature Services Meals on Wheels Program**

The Meals on Wheels program at Mature Services delivers meals that will keep you healthy, independent, and allow you to age in place. Our service is unique in that each person receives a restaurant style menu so they can choose their own meals. Meals are delivered to eligible homebound seniors who are disabled or ill, and unable to cook for themselves. For clients able to access dining in public locations, we offer four congregate dining sites. We not only serve delicious meals, our program offers a free sample meal to “try before you buy” to see whether you like the food. Just call 330-785-9770 to request a meal.

To obtain information about our Meals on Wheels program, send an email to Catherine Lewis at [clewis@matureservices.org](mailto:clewis@matureservices.org), call 330-785-9770, or visit our website at [www.matureservices.org](http://www.matureservices.org).

### **About Mature Services, Inc.**

Mature Services provides high-quality programs to empower the economic, social, physical, and mental well-being of adults as they age. Founded in 1975 as a senior program, our agency has become an independent, nationally respected organization with offices throughout the state. Programs include homecare, alcohol and substance use treatment and prevention, mental health counseling, job training, home-delivered and congregate meals, emergency food pantry, and volunteer opportunities.

For additional information about Mature Services, visit our website at [www.matureservices.org](http://www.matureservices.org).

### **About Meals on Wheels America**

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based senior nutrition programs across the country that are dedicated to addressing senior hunger and isolation. This network exists in virtually every community in America and, along with more than two million volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America’s seniors to live nourished lives with independence and dignity. By providing funding, leadership, research, education and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org).

### **About DoSomething.org**

[DoSomething.org](http://DoSomething.org) is the largest tech company exclusively for young people and social change. We’re activating 5.5 million young people (and counting!) to make positive change, online and off, in every US zip code and in over 131 countries. When you join DoSomething, you join something bigger than yourself. You team up with the young people who have clothed half of America’s youth in homeless shelters. And cleaned up 3.7 million cigarette butts from the streets. And run the largest youth-led sports equipment drive in the world. And more! You’ve got the power and the passion for making an impact -- we’ll help you get it done. Welcome to DoSomething. Let’s Do This.

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