



Minnesota, It's Time to Face Aging.

This year, 60,000 Minnesotans will turn 65. And next year, and the next, and for every year until at least 2030.

Face Aging MN is a statewide campaign to raise awareness about the issues that accompany the reality of a rapidly aging society.

Our goal is to create a conversation about aging that engages families, community leaders, caregivers and legislators; a conversation that ultimately leads to a shift in society's view of aging from a burden that we manage to a responsibility that we embrace.

We all need to Face Aging. How we care for our oldest citizens has always been part of our identity as Minnesotans. What's different now is that there will soon be more seniors than school kids. We will need more caregivers, more community support, and more innovation.

It's going to take all of us – family members, neighbors, legislators and friends – to ensure a high quality of life for Minnesota's growing senior population.

We have the ability—and the responsibility—to work together as Minnesotans to address the needs of our rapidly aging society. Face Aging MN is an important voice in raising awareness and embracing this change.

You can find out more about Face Aging MN by contacting info@faceagingmn.org.

The Face Aging MN campaign was launched in 2015 by the Long-Term Care Imperative, which is made up of members of Minnesota's two long-term care provider associations: Care Providers of Minnesota and LeadingAge Minnesota.