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For Immediate Release:

Cyber-Seniors: Connecting Generations collaborates with AARP Foundation to encourage young people to Mentor Up

Washington D.C. (November 24, 2015) - [Cyber-Seniors : Connecting Generations](#) is collaborating with [Mentor Up](#), an AARP Foundation program, to provide youth volunteers with mentoring opportunities that help older adults navigate and stay socially connected through technology. In addition, this collaboration brings the opportunity for youth to win a [\\$10,000 scholarship](#) as a reward for their dedicated community service efforts.

Building on the award-winning documentary [Cyber-Seniors](#) and the high school community service project that inspired it, the Cyber-Seniors non-profit organization encourages tech savvy youth to share their knowledge by mentoring older adults in partnership with educators, youth, and community allies.

"The idea for the Cyber-Seniors program began after my sister and I witnessed how the Internet changed my grandparents lives and deepened our relationships with them. The Cyber-Seniors program is a powerful model that aims to bridge the generation gap and present how we communicate today in a more inclusive way," said Kascha Cassaday, co-founder of the Cyber-Seniors campaign.

Through the generous support of AARP Foundation it will be offering free and discounted screening events throughout the Fall season, along with monthly giveaways and interactive activities to take part in, such as webinars, twitter chats and much more.

"Mentor Up leverages the digitally savvy knowledge of a younger generation to enhance the lives of older adults through technology literacy and the creation of meaningful relationships," said AARP Foundation president, Lisa Marsh Ryerson. "There are millions of adults 50 plus living in a state of vulnerability. Mentor Up - together with CYBER-SENIORS -- draws awareness around this issue and creates opportunities for the generations to connect in a variety of ways, ultimately bringing them together."

In addition to the support from other national partners including American health and pharmacy chain [CVS](#) and [SilverScript](#) and consumer electronic provider [Best Buy](#), sponsored screening events and tech labs will be taking place in select cities across the United States this Fall. Together, the groups aim to encourage a dialogue; build awareness of youth tech mentoring opportunities; and help break down barriers senior citizens face in adapting to new technology.

The Cyber-Seniors film and training program illustrates some of the core components of Mentor Up, to encourage younger generations through volunteerism and community service to help people 50 and over who are struggling to navigate today's realities

Millions of adults 50 and older live in a state of vulnerability. Mentor Up - together with Cyber-Seniors - draws awareness around this issue and creates real opportunities for the generations to connect.

About Cyber-Seniors

The Cyber-Seniors program was started by two sisters, Kascha and Macaulee Cassaday, as a high school community service project and has since inspired a world-wide social impact campaign.

The Cyber-Seniors documentary film was produced by [The Best Part Inc](#) and directed by Saffron Cassaday. Praise for the film has been universal. "If there's a film that will make you want to finally accept that friend request from your grandparents, this one is it," said Katherine Vu in The Village Voice. The Christian Science Monitor's Peter Rainer said, "Forget Facebook friends. The friendships forged in this movie, which come alive before our eyes, are the real deal." "CYBER-SENIORS isn't just a window on an unlikely alliance of polar generations but also a celebration of discovery," said Doris Toumarkine of Film Journal International.

For more information on the Cyber-Seniors: Connecting Generations Campaign, visit: www.cyberseniorsdocumentary.com

About Mentor Up

An AARP Foundation program, Mentor Up offers tools and instruction to help young people make a meaningful difference in the lives of the older adults in their families and communities. We can connect you with people and organizations that have ways for you to help, or even help you create your own community service event.

For more information on Mentor Up and the \$10,000 scholarship offer, please visit: <https://www.mentorup.org>

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