

ACTIVE AGING WEEK'S IMPACT IN 2016

Held each year during the last week of September, Active Aging Week helps spread the International Council on Active Aging® message that adults ages 50 and older are fully participating members of society, while promoting the benefits of leading an active, healthier lifestyle.



Visibility

152+ million

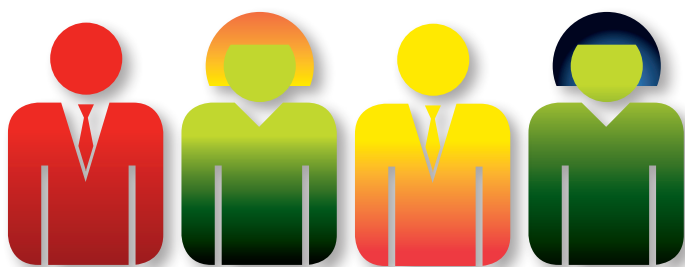
media impressions, according to a media tracking service.

Participating countries

United States, Canada, Australia, India, Ireland



Participating organizations



3,000+

organizations hosted events to promote the benefits of leading an active, healthier lifestyle.

Types of organizations

Active adult/community centers, retirement, assisted living, and long-term care communities, medical practices and wellness centers, libraries, universities, and government departments or senior services agencies, to name a few.



Media coverage

90 broadcasts



354

articles in print and
online

appeared in the press
in the United States
and Canada.



International
Council on
Active Aging



Changing the Way We Age®

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