

Silver Planet Awarded \$10,000 Rose Foundation Grant to Spur Boomer Involvement

Silver Planet receives matching grant from Rose Community Foundation as part of its Boomers Leading Change initiative.

December 23, 2008 (FPRC) -- Colorado Springs, CO. Silver Planet, <http://www.silverplanet.com>, a content- and resource-rich website designed to inform, inspire, and interact with the 55-plus generation as they embrace positive aging, has been awarded a \$10,000 matching grant from Rose Community Foundation as part of its Boomers Leading Change initiative. Through the grant, Silver Planet will leverage its online expertise in supporting the foundation's initiative to expand opportunities for those 55+ in work, service, and learning and thereby strengthening and supporting their communities.

Silver Planet will apply these funds to implement its Silver Ambassador outreach program in three Colorado counties. The Silver Ambassadors are community-based volunteers coordinating needed resources to their communities by assessing senior needs and linking their community members to resources provided both on and off line.

About Silver Planet

Silver Planet, LLC is a private company founded in 2007 by 74-year-old Florence Klein, a local entrepreneur who developed the site to provide a trusted website to serve the everyday needs of the senior community. This online community encourages seniors and baby boomers to adopt the concept of Silver Planet aging—a lifestyle that embraces aging with a focus on living active, fulfilled, informed, and inspiring lives.

About Rose Community Foundation

Rose Community Foundation makes grants to organizations and institutions serving the seven-county Greater Denver community in the areas of Aging, Child and Family Development, Education, Health and Jewish Life. "These grants are a way for Rose Community Foundation to stimulate creative thinking about ways to engage the baby boom generation in addressing social and economic needs in our community," said Sheila Bugdanowitz, president and CEO.

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