



APPLY FOR THE AGE-FRIENDLY BUSINESS AWARDS!

Honoring businesses and organizations committed to creating equitable, intergenerational environments.

Age-friendly businesses and organizations create welcoming business environments that are appropriate and accessible for people of all ages. They recognize the ways older adults impact the economy and the value they bring to places of business.

For more information about qualifications or to apply, please go to: www.ageplus.org/ageless-award-and-luncheon.

The awardees will be showcased at AGE+'s annual luncheon, on its website, and on the Age-Friendly Portland and Multnomah County websites.

This award is provided in partnership with the Age-Friendly Portland and Multnomah County Employment and the Economy Committee. For more information, email admin@ageplus.org.

AGE+
Communities + Generations + Innovations

THE AGE-FRIENDLY BUSINESS AWARDS

In 2018, Age-Friendly Portland and Multnomah County offered the first Age-Friendly Business Awards in Oregon. AGE+ has now joined and is leading the initiative, offering the awards at its annual luncheon in April.

What is an “Age-Friendly” Business?

A business or organization that:

- Is committed to creating equitable, intergenerational environments that are welcoming, appropriate, safe, healthy, and accessible for people of all ages.
- Recognizes both the social and economic capital that older adults bring to places of business.

What Makes a Business Age-Friendly?

- Advertising/outreach strategies that address and represent people of all ages and abilities.
- Staff trained to be friendly, avoid ageism, speak clearly and audibly, and be culturally inclusive and accommodating to people of all abilities.
- A physical environment (if applicable) that accommodates customers of all abilities (e.g. customers can see, hear, and move around easily in the space, the business is accessible to public transportation or parking).
- Informational materials (e.g. website, brochures, menus) accessible to those of all abilities in design, layout, and content (e.g. design, font size and type, color choices for visual clarity, easy navigation, images of people of all ages and abilities, website images tagged with text).
- Reachable by phone or email.

Why Does Being an Age-Friendly Business Matter?

Our population is aging, and research has shown that benefits accrue to businesses and organizations that recognize and support multiple generations, including older adults. Older adults have enormous economic and social clout as clients and consumers.

Why Compete for an Age-Friendly Business Award?

- The award brings visibility as a valuable member of the community and recognition for a job well done. Awardees will be showcased at AGE+'s annual luncheon and on the websites of AGE+ and Age-Friendly Portland and Multnomah County.
- Hiring may be favorably impacted by the status gained.
- Your business may be positively affected.

What Businesses/Organizations are Eligible for the Age-Friendly Employer Award?

Any business or organization with a presence in Oregon and at least two employees.

How Do We Apply?

- Go to www.ageplus.org/ageless-award-and-luncheon or contact Rose Le at Rle@ageplus.org or (541) 699-1659 for more information or to ask questions. The deadline for applications is December 31st.