



2024 Advocates for Aging

This year, for the first time, Next Avenue partnered with the American Society on Aging (ASA) to select Advocates for Aging. We are excited to have the opportunity to help recognize the 70th anniversary of the American Society on Aging in this way. Later this month, [ASA](#) will hold its "On Aging 2024" conference in San Francisco and Next Avenue is proud to participate.

We first introduced you to our eight Advocates for Aging in February and now, we'd like to present their stories, told in their voices, about opportunities that older adults have to live better, healthier, fulfilling and purposeful lives.

Our youngest Advocate for Aging, DeLon Canterbury, 35, puts it this way: "Aging is beautiful. I'm looking forward to being older. I'm looking forward to learning more."

And for those of us who have arrived at "older," nothing is stopping us from learning more and appreciating the beauty of age. Click on the images below for thoughts from our Advocates for Aging.

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Cultural Moment: The Impact of 'The Golden Bachelor'

We were skeptical at first, mostly because we worried that "The Golden Bachelor" television series, which featured 10 episodes in the fall of 2023, wouldn't treat aging – and especially aging women – with the respect that is

deserved.



Gerry Turner and Theresa | Credit: Disney/John Fleenor

And while there were some elements that felt very staged (it is television, after all), we came away believing there was genuine acknowledgment that older adults want companionship, fun, camaraderie – and love – as much as younger people do.

For that reason, we want to note the positive aging messages and advocacy of "The

Golden Bachelor."

One couple, Gerry and Theresa, made a match, but maybe sparks ignited around the country among the millions of people who watched and may well have been inspired to take a chance in their own lives.

ABC has announced the predicted spin-off "The Golden Bachelorette" will premiere in the fall of 2024.



Meeting the needs and unleashing the
potential of older Americans through media

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