



FOR IMMEDIATE RELEASE

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LeadingAge California Announces Expansion, Launch of New Brand

Sacramento, CA —After 65 years of serving nonprofit providers of housing, care, and services for older adults throughout California, LeadingAge California today announced the expansion of its work into Hawaii, Idaho, and Nevada under a newly established regional brand: LeadingAge Pacific West.

As a trusted voice for older adults and the organizations that serve them, LeadingAge California has long been recognized for elevating key issues impacting healthy aging, highlighting the challenges facing older adults, and advocating for meaningful policy solutions. This expansion marks a new chapter in the association's long history and demonstrates a commitment to support older adults across the West and Pacific.

"With this launch, we are extending our mission to partner with communities in Hawaii, Idaho, and Nevada," said Jeannee Parker Martin, President and CEO of LeadingAge California and LeadingAge Pacific West. "We know that each state has its own unique cultural contexts and community needs. Our first priority is to listen — to learn from local providers, engage with diverse community leaders, and honor the cultural richness that shapes the experience of aging in these regions. We are deeply committed to supporting older adults and strengthening the organizations that care for them."

LeadingAge Pacific West will also advance policy solutions for issues impacting older adults regardless of geography, including:

- **Older adult homelessness and affordable housing**
Advancing policies and solutions that create stability and dignity for older adults at risk of or experiencing homelessness.
- **Access to high-quality care**
Supporting systems and providers working to ensure older adults can obtain the care they need, when they need it.
- **Growing the caregiving workforce pipeline**
Partnering with organizations to expand, support, and uplift the essential workers who provide care and services to older adults.

The organization will continue operating as LeadingAge California in California, while LeadingAge Pacific West will represent its work and partnerships in Hawaii, Idaho, and Nevada. The name LeadingAge Pacific West reflects a commitment to cultural understanding and inclusivity, ensuring that all efforts honor local values, traditions, and community priorities.

"Older adults deserve the opportunity to age with dignity wherever they call home," said Jeannee Parker Martin. "By expanding our presence and deepening our collaborations, we aim to help ensure that communities in Hawaii, Idaho, and Nevada have the support and advocacy they need to thrive."

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About LeadingAge California

Founded in 1961, LeadingAge California is the Western Region's leading advocate for mission-driven housing, care, and services for older adults, with over 800 members across the California, Hawai'i and Nevada, including providers of affordable senior housing, residential care facilities for the elderly (assisted living), life plan communities, skilled nursing care, home and community-based services, home health, and hospice care.