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ARC Launches Empowerline – Services to Help Individuals Maximize Their Independence

(ATLANTA – June 27, 2018) – The Atlanta Regional Commission announced the launch of **empowerline**, a service designed to connect metro Atlanta’s older persons and individuals with disabilities to the information and supports they need to thrive and maximize their independence.

Empowerline enhances ARC’s existing information and referral service, providing an improved user experience, including:

- A fresh, modern website design that makes it easier for the public to navigate and find the information they are looking for.
- An engaging, innovative storytelling approach that helps users better understand the services and supports that are available to meet their particular needs.
- More inclusive branding and messaging to make it clear that services are also available to families, caregivers, and individuals with disabilities.

“**Empowerline** provides a front desk experience for people who need help navigating life changes,” said Becky Kurtz, manager of ARC’s Aging & Independence Services Group. “The need is great: Metro Atlanta has one of the nation’s fastest-growing populations of older persons – the vast majority of whom want to remain at home in their communities. **Empowerline** connects people with the local resources that maximize their independence and quality of life.”

Empowerline serves the 10-county Atlanta region and features the most comprehensive database of local services and supports available for older persons and individuals with disabilities. Certified professionals and online resources are available 24 hours a day, seven days a week at empowerline.org or by calling **404-463-3333**.

Empowerline’s information and referral services are provided at no cost through the federally authorized network of Aging and Disability Resource Centers (ADRCs).

“We connect more than 6,000 people to services every month,” said Cara Pellino, manager of the ADRC. “We help them with everything from finding their nearest senior center to meeting urgent needs such as housing, meals, or transportation to medical appointments.”

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The Atlanta Regional Commission (ARC) is the official planning agency for the 10-county Atlanta Region, including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties as well as the City of Atlanta and 73 other cities. The Atlanta Regional Commission serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues. As the federally designated Area Agency on Aging, ARC’s Aging & Independence Services Group serves the present needs of older persons, individuals with disabilities and their caregivers and plans for the needs of future generations.

Tools for Promoting empowerline

WEBSITE

<https://www.empowerline.org/>

WEBSITE/NEWSLETTER ADS

[View and download](#)

SOCIAL MEDIA

On Facebook and Twitter, follow @lifelongatl and use #LifeLongATL

SAMPLE TWEETS AND POSTS

Feel free to copy and paste these sample posts to your social media accounts

Need help with #transportation, healthcare, or #housing information and referrals? Empowerline’s certified counselors and online resources are available free, 24/7. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Looking for ways to stay #active and engaged? Find a senior center near you in [your county] with empowerline. Certified counselors and online resources are available 24 hours a day, 7 days a week. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Recently diagnosed with a chronic disease? Empowerline can help you find #services in [your county] to manage your condition via free web or phone support, 24 hours a day. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Caring for an older person or individual with disabilities? Certified counselors and online resources are available at empowerline to help you discover transportation, #healthcare, housing options and more. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Planning to stay in your #home but finding upkeep a bit of a challenge? Empowerline can provide info on services and supports in metro #Atlanta that will help you age in place. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Not driving anymore? Our certified counselors can tell you about #transportation options in [insert county here]. Contact empowerline. #LifeLongATL @lifelongatl <https://www.empowerline.org/>

Videos

[Welcome to Empowerline \(1:27\)](#)

[Welcome to Empowerline short \(0:31\)](#)