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**California State Library's Transforming Life After 50 website receives international award for Active Aging Marketing Campaign**

Sacramento, Calif. – The International Council on Active Aging (ICAA) has awarded California State Library's Transforming Life After 50 (TLA50) website the Rebranding Aging Silver Award in its Best Website category for 2012. The awards, presented at the 11<sup>th</sup> Annual ICAA Conference in New Orleans, Louisiana on November 29, were awarded as part of ICAA's Changing the Way We Age® Campaign, given to organizations that exemplify exciting new ideas on aging, which help to break stereotypes about older consumers.

Submissions were made by 70 organizations in the United States and Canada. The judges are experts on marketing to the 50+ population. Colin Milner, CEO of ICAA states, "The quality of this year's submissions is stellar. We're seeing that, increasingly, marketers are not only understanding the older consumer, but are inspired to creatively engage them." Categories in the judging included websites, direct mail, brochures, and advertising. TLA50 won a silver award for its website because the "content was easily accessible in multiple formats," and "for positioning this life stage in a realistic, uplifting way," according to the judges.

Transforming Life After 50 is an initiative supported by the U.S. Institute of Museum and Library Services (IMLS) under provisions of the Library Services and Training Act. The California State Library launched the program to address the changing nature of aging and to help libraries better serve mid-life adults. Research has shown that libraries were not addressing the needs of adults over 50. TLA50 was so well received it reached beyond California, resulting in the IMLS Western Regional Fellowship, a coalition of western states seeking to improve services to and community involvement with mid-life adults.

Acting State Librarian Gerald Maginnity states, "The California State Library is always seeking out new and innovative ways to assist libraries in their mission to be relevant to their patrons. It's a great honor to receive an award for a program like Transforming Life After 50, which addresses the needs of adults over 50." For a look at why the State Library received this award for its TLA50 website visit <http://www.transforminglifeafter50.org>.

About the State Library: Founded in 1850, the California State Library is the central reference and research library for the Governor's office, legislature, state employees, and the general public. The State Library administers federal and state grants for programs in historical preservation, library construction, civil liberties education, literacy, volunteering, and broadband connectivity in public libraries. For more information, visit [www.library.ca.gov](http://www.library.ca.gov).

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