



## FOR IMMEDIATE RELEASE

### Inaugural SAVvy Day: Solo Aging Visibility Day Shines a Spotlight on Independent Aging

[Brookline, Massachusetts, May 1, 2024] - [Navigating Solo Network™](#) proudly announces the inaugural **SAVvy Day: Solo Aging Visibility Day**, taking place on Wednesday, May 15, 2024. This national initiative is designed to highlight the unique experiences, challenges, skills, and strengths of individuals navigating aging without the reliable support of adult children or close family members.

Led by Ailene Gerhardt, MA, BCPA, CSA®, the [Navigating Solo Network™](#) has been dedicated since its inception in October 2021 to providing a comprehensive hub of resources, events, and community support for solo agers. **SAVvy Day** represents a significant milestone in their mission to empower solo agers with the tools, connections, and knowledge necessary to navigate the complexities of aging independently.

The goals of [SAVvy Day: Solo Aging Visibility Day](#) are clear:

- Empower Solo Agers to take control of their aging planning by providing reliable information, resources, and tools for self-advocacy.
- Increase Awareness among the public about the unique needs, concerns, and contributions of solo agers.
- Inspire Community Involvement by encouraging local businesses, organizations, and community members to actively engage in supporting solo agers.
- Provide Reliable Resources and Information related to essential planning aspects for solo agers, covering financial, healthcare, and emotional aspects.
- Facilitate Networking and Community Building by creating opportunities for solo agers to connect with one another and foster a sense of mutual support.
- Encourage Dialogue about solo aging to promote a more inclusive understanding and engage with media to amplify the message.
- Celebrate the achievements and contributions of solo agers by sharing positive narratives and success stories.
- Inspire Action by motivating individuals to support solo agers through volunteering, offering assistance, or simply being a compassionate friend.

Individuals, community organizations, and businesses are encouraged to join as [SAVVy Day Community Partners or Proud Ambassadors](#) to spread awareness and promote supportive initiatives for solo agers. With over [30 Proud Ambassadors and Community Partners](#) already onboard from various states, there is a growing momentum to raise visibility and support for solo agers nationwide.

To culminate this special day, the [Navigating Solo Network](#) is hosting a [SAVVy Day Online Celebration](#) on Wednesday, May 15, 2024, at 7 pm ET. All are welcome to join, and [registration is required](#).

Educational social media graphics and captions tailored for Facebook, LinkedIn, Instagram, and TikTok are available, along with custom Zoom backgrounds, as part of a free campaign toolkit accessible to all who join the campaign.

"I am thrilled by the enthusiastic response and appreciation for this initiative. It is wonderful to heighten the visibility of the unique needs of solo agers, as well as celebrate contributions and achievements!" said Ailene Gerhardt, MA, BCPA, CSA®, Founder of Beacon Patient Solutions LLC and the Navigating Solo Network.

For more information about [SAVVy Day: Solo Aging Visibility Day](#) and how to get involved, please visit the main [SAVVy Day webpage](#): <https://navigatingsolo.com/savvyday>.

**About [Navigating Solo Network™](#):** The Navigating Solo Network™, founded by Ailene Gerhardt, MA, BCPA, CSA®, in October 2021, is a dynamic clearinghouse dedicated to providing a comprehensive hub of resources, events, and community support for solo agers. Their mission is to empower solo agers with the tools, connections, and knowledge they need to navigate the complexities of aging independently, fostering tenacity, inclusion, and a sense of belonging. The Navigating Solo Network™ is an initiative of Beacon Patient Solutions LLC.

**Media Contact:**

Ailene Gerhardt, MA, BCPA, CSA®  
Independent Board Certified Patient Advocate, Certified Senior Advisor®  
National Solo Aging Advocate and Educator  
[Beacon Patient Solutions LLC](#) and [Navigating Solo Network](#)  
(617) 651 – 2140  
[ailene@beaconpatientsolutions.com](mailto:ailene@beaconpatientsolutions.com)

<https://navigatingsolo.com/savvyday>  
<https://www.beaconpatientsolutions.com/>