WASHINGTON, D.C., August 18, 2014 – AARP was proud to be a Silver Sponsor of the 16th Fiesta in America, a cultural, entertainment, and food festival for Filipino, Asian, and Latino cultures, on August 16-17 at the Meadowlands Expo Center in Secaucus, New Jersey. Nearly 18,000 visitors attended Fiesta in America, making it the largest annual indoor gathering of Filipino Americans on the East Coast.

Retired Army Maj. Gen. Tony Taguba led a discussion about caregiving on Saturday, August 16 at the Fiesta. After his elderly parents became ill, Gen. Taguba and his siblings were ill-prepared to care for them. Faced with tough decisions about their declining health and dwindling finances, they managed to care for them the best they could. To help others, Gen. Taguba became an AARP Community Ambassador to advocate for caregivers and their families. “If I did my due diligence before this happened, perhaps my family would have been better served by the information AARP had. We could have planned something better,” he said in retrospect.

“We applaud AARP for their commitment to helping Filipino Americans and their families and are thrilled that they joined our event as a first-time sponsor this year,” said Fernando Mendez, President of the Philippine Fiesta USA, Inc., the organizer of Fiesta in America. “With their generous support, we will continue to expand our special seminar series on business, investment, and self-improvement information and opportunities for our attendees.”
For more information about how AARP helps Asian American & Pacific Islander families get more out of life, visit www.AARP.org/AAPI, www.facebook.com/AARPAAPICommunity and www.twitter.com/AARPAAPI.

ABOUT AARP
AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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