



活悅人生 實現可能

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AARP Unveils New Chinese Logo and Website

AARP delivers a new in-language Chinese experience



WASHINGTON, DC, January 24, 2018 — AARP is celebrating the launch of its new Chinese logo and website. AARP 樂齡會 (pronounced “lě líng huì”) means “Joyful Age Association” and better reflects our mission to empower Chinese Americans age 50 and older to choose how they live. The new Chinese website offers our bilingual and bicultural members a way to read our stories and learn about our resources in Chinese.

“In Chinese, 樂齡 means the “Joyful Age,” a term that reflects the possibilities of life at 50-plus,” said Daphne Kwok, AARP Vice President of Multicultural Leadership, Asian American and Pacific Islander Audience Strategy. “AARP’s new Chinese logo and website allows us to more clearly communicate our mission and allows us to reach the Chinese American 50-plus community more effectively.”

Visit AARP’s new Chinese website by going to chinese.aarp.org or clicking on “AARP Chinese 中文” in the menu on the top left-hand side of the AARP.org homepage. The new chinese.aarp.org website features a more user-friendly layout and can be accessed using all mobile devices. The improved site includes news and information relevant to Chinese American communities on topics like caregiving, health and wellness, financial security, retirement, and personal fulfillment.

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AARP Historian Emerita Lily Liu discusses "Caregiving: Prepare to Care" on "Real Possibilities with AARP" hosted by Jay Stone Shih.

Follow AARP 樂齡會 on WeChat by scanning this QR code:



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About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow [@AARP](https://twitter.com/AARP) and [@AARPadvocates](https://twitter.com/AARPadvocates) on social media.

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AARP 推出全新中文標誌和網站

方便華裔民眾以熟悉的語言閱讀長者相關資訊



【華盛頓哥倫比亞特區 2018 年 1 月 24 日訊】— AARP 宣佈推出全新中文標誌和網站。AARP 的宗旨是幫助美國 50 歲以上民眾在逐漸年長的過程中能夠選擇各自的生活方式，這個全新設計的 AARP 樂齡會（AARP “Joyful Age Association”）網站將更好地體現上述使命。全新 AARP 樂齡會中文網站是一個很好的平台，讓 AARP 華裔成員閱讀關於我們的故事和了解我們可以提供的資源。

“樂齡兩字寓意著 50 歲之後的無限可能，” AARP 樂齡會多元文化領導部門亞太裔受眾副總裁郭為婉（Daphne Kwok）說。“AARP 全新的中文標誌和網站不單可以使我們更清晰地傳達組織使命，也能夠幫助 AARP 更有效地接觸到美國各地的 50 歲以上華裔民眾。”

請直接在瀏覽器輸入 chinese.aarp.org 或者登陸 AARP.org 主頁然後點擊左上角菜單的“AARP 樂齡會”選項，便能看到 AARP 的全新中文網站內容。chinese.aarp.org 網站具有更便於網友使用的介面，而且在其他移動裝置也能夠兼用運行。這個升級版的網站提供了大量與華人社區息息相關的長者照護、醫療保健、財務安全、退休和個人發展等新聞和資訊，對改善華人社區長者的生活有莫大裨益。

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照護家人: 準備照護

樂齡的生活，就是為家人做好照護的準備，讓愛代代傳承。善用「AARP 樂齡會」豐富的照護資源，以及實用的照護家人指南，你將瞭解做好照護計劃與準備的重要，像是如何與家人展開對話、組建照護團隊、互相給予支援、制定計劃內容、和照顧自己等步驟，以便更周全的滿足照顧親友的需求。

AARP 樂齡會微信二維碼：



關於 AARP

AARP 樂齡會是全美最大的非營利機構及無黨派組織，旨在強化美國 50 歲以上的民眾以使他們在逐漸年長的過程中能夠選擇各自的生活方式。AARP 樂齡會擁有將近 3,800 萬會員，及在全美 50 州、華盛頓特區、波多黎各和美屬維京群島均設有辦事處，藉此增進各個社區及致力倡導和改善與大多數家庭息息相關的議題，尤其是：醫療保健、財務安全、及個人發展。我們並關注在市場上的個人權益，因此不斷推出新的方案及悉心挑選值得冠以 AARP 樂齡會名稱的優質的產品和服務。作為可靠的消息和資訊來源，AARP 樂齡會並出版全球發行人數最多的《AARP 樂齡會雜誌》(AARP The Magazine) 及《AARP 樂齡會通報》(AARP Bulletin)。瞭解詳情，請瀏覽網站：www.aarp.org 及通過社交媒體 [@AARP](https://www.instagram.com/aarp) 及 [@AARPadvocates](https://www.instagram.com/aarpadvocates) 關注我們。

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