

AARP EMPLOYER PLEDGE PROGRAM MEDIA KIT



Thank you for joining the ongoing mission to hire the best people for the job—regardless of their age. A diverse workforce is a strong workforce—where everyone in the organization benefits. To help you promote this worthy cause, we have created a multi-channel media kit. Suggestions for using it are below, and all of the tools are included in this media kit folder.

Press Release

Use a sample AARP press release to announce your commitment to an age-diverse workforce. Please contact Heather Tinsley-Fix at HTinsley-Fix@aarp.org to be connected to our media relations team to receive the sample and approval before sending.

Social Media

Let your social media followers know you are committed to creating an age-diverse workforce and that you are partnering with AARP. We have provided sample copy and graphics to use on Facebook, Twitter and LinkedIn.

Please tag us each time using @aarp when you use [Facebook](#), [Twitter](#) and [LinkedIn](#).

Newsletter

Let your employees, customers and clients know that you have signed the pledge. We have included sample copy to include in your newsletter.

Website

When talking about inclusion and diversity on your website page, please do not forget to include age. Show employees, customers and clients that age diversity is integrated into your organization's culture. We have included sample copy for you to include on your website.

Pledge Signer Seal Usage Guidelines:*

We encourage you to use the AARP Employer Pledge Signer seal as part of your recruitment strategy and materials. This logo comes in EPS, PNG and JPEG file formats.

Please make sure you adhere to the terms and conditions below unless specific exceptions are agreed to in writing by AARP and the employer. Specifically:

- A. The Pledge Signer seal may be used on the employer's career and employment pages.
- B. The Pledge Signer seal may be used on the employer's home page, media or news page, or honors and recognition page, with the express written consent of AARP.
- C. The Pledge Signer seal may be used in a print or electronic paid advertisement announcing that the employer has adopted the Pledge, subject to paragraph B above.
- D. The employer shall not use the Pledge Signer seal in any manner that implies either an endorsement or "seal of approval" by AARP for its products and services.
- E. The Pledge Signer seal may be used as a "badge" on the employer's website, linking it directly to the AARP Employer Pledge Program website, www.aarp.org/EmployerPledge.

Together, we can build a workforce that values ALL people—regardless of age. If you have any questions or comments, please contact Heather Tinsley-Fix at HTinsley-Fix@aarp.org. And, again, thank you for your support.

*Full Terms & Conditions are included in this media kit folder.