

Top AARP Vice President for Asian American Outreach Comes to Philadelphia

Written by Australian Business

PHILADELPHIA, Feb. 22, 2014 /PRNewswire-USNewswire/ -- Recently, AARP Pennsylvania was joined by Daphne Kwok, AARP Vice President of Multicultural Markets and Engagements for a special roundtable meeting to foster discussion of issues related to the AAPI's 50+ population. AARP Pennsylvania has made Asian outreach and engagement a top priority towards growing relevance and impact in the communities we serve.

Since 2009, community leaders, volunteers and local stakeholders have joined the roundtable to share perspectives on inclusion of AAPI's within AARP's member base and beyond – covering issues ranging from legislation, health care, and economic security.

"As the country's Asian American and Pacific Islander 50+ population grows, it becomes increasingly important for AARP to provide information and education that appeals to AAPI's by being relevant, useful, and presented in a culturally appropriate manner," says Daphne Kwok, AARP Vice President of Multicultural Markets and Engagements.

To date, over 130 community leaders gather for AARP roundtable meetings quarterly, discussing the need for more financial security and legislative issues that may have a direct community impact. As a result of the successful roundtable models, local AARP members have founded two Asian American and Pacific Islander chapters- and have grown to over 100 members collectively.

In Pennsylvania, there are over 320,000 AAPI's, with the majority residing in the Philadelphia metropolitan area. "As successful as we have been attracting members and volunteers in particular segments of the population, AARP recognizes the need to become even more relevant to the needs and interests of our changing society in

Pennsylvania

," said

Bill Johnston-Walsh

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, AARP Pennsylvania State Director.

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 Espanol, 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
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www.aarp.org

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