

**FOR IMMEDIATE RELEASE**  
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## **Age-Friendly Greater Pittsburgh and the JCC of Greater Pittsburgh Announce Enhanced Partnership and Commitment to Age Inclusion**

PITTSBURGH, PA (February 4, 2025): Age-Friendly Greater Pittsburgh and the Jewish Community Center of Greater Pittsburgh are strengthening their partnership, advancing age inclusion in a region with one of the highest concentrations of older adults in the United States.

The JCC of Greater Pittsburgh (the JCC) is now serving as the host agency for Age-Friendly Greater Pittsburgh, housing Age-Friendly staff at their Squirrel Hill location. As longtime partners, the two entities will continue to operate independently, but deepen their collaboration and commitment to bringing generations together.

“It is the best fit,” says Laura Poskin, Executive Director of Age-Friendly Greater Pittsburgh, an initiative dedicated to making the region more inclusive and respectful of all ages. “Every day, our team is inspired by the multigenerational space, buzzing with toddlers, teens, parents, college students, retirees—you name it. In an age of isolation, the JCC is one of those rare and special places where lives intersect, and we’re all better for it.”

The JCC brings field leading collaborative aging services to the Pittsburgh community through its involvement in AgeWell Pittsburgh, a nationally recognized collaborative effort with engaged partners from Jewish Family & Community Services, Jewish Association on Aging, the Jewish Federation of Greater Pittsburgh, and a nationally accredited senior center with a variety of programming and lunchtime meals, in both its Squirrel Hill and South Hills locations. The JCC also houses childcare centers at both locations, as well as state-of-the-art fitness and wellness facilities, temperature-controlled indoor pools, gymnasiums, dance studios, classrooms and meeting areas.

A leader in the World Health Organization and AARP Network of Age-Friendly Communities—which includes 900+ communities nationwide, as well as 12 states—Age-Friendly Greater Pittsburgh brings generations together to reimagine where we live, work and play, so people of all ages can thrive. The initiative’s Action Plan, created in partnership with 120 organizations including the JCC, sets forth a bold vision for intergenerational connection and aging in community. It includes a forthcoming media campaign to prevent ageism and promote age inclusion, as well as trainings for employers to strengthen and better support a multigenerational workforce.

**Fara Marcus**  
Chief Development and  
Marketing Officer  
412-339-5413  
fmarcus@jccpgh.org

**Jewish Community Center  
of Greater Pittsburgh**  
JCCPGH.org

**Squirrel Hill**  
5738 Forbes Avenue  
Pittsburgh, PA 15217  
412-521-8010

**South Hills**  
345 Kane Boulevard  
Pittsburgh, PA 15243  
412-278-1975

“Age-Friendly is a convener and a voice for the kind of innovation we want to see, fostering welcoming communities and reframing what aging looks like in our region. We have a shared vision of building an inclusive community,” says Jason Kunzman, President and CEO of the JCC. “We have accomplished much together over the years including our joint efforts on advocacy, especially in the digital access and transportation space. We are only beginning to realize the potential of this partnership.”

With nearly one in five residents ages 65 and older, Allegheny County has an older population, which is an asset (more people with career expertise, buying power, diverse skills and interests) and an opportunity to innovate, so people of all ages can thrive. A region that is more accessible and welcoming is better for older people—and better for everyone.

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### **About Age-Friendly Greater Pittsburgh**

An initiative by Southwestern Pennsylvania Partnership for Aging and University of Pittsburgh School of Social Work, Age-Friendly Greater Pittsburgh is dedicated to making our region more inclusive and respectful of all ages. It is funded through support by the Henry L. Hillman Foundation, the Jefferson Regional Foundation, The Pittsburgh Foundation and the Heinz Family Foundation, as well as through projects with a variety of partners including the Allegheny County DHS Area Agency on Aging and Allegheny County Health Department. For more information, please visit [agefriendlypgh.org](http://agefriendlypgh.org).

### **About the Jewish Community Center of Greater Pittsburgh**

The JCC of Greater Pittsburgh is one of the largest social service, recreational and educational organizations in the region, serving more than 20,000 people annually. Open and accessible to everyone, regardless of age, race, religion, national origin, sexual orientation, gender identity, gender expression or special need, the JCC welcomes individuals of all backgrounds, embracing their uniqueness and diversity under our communal tent. The JCC houses state-of-the-art fitness and wellness facilities, aquatics centers, gymnasiums, playgrounds, auditoriums, dance studios, classrooms and meeting areas. Comprehensive programming and services include childcare and preschool, after-school and school's-out programs, day and overnight camping, senior adult activities, fitness and wellness programs, special needs services, arts and cultural activities, social justice and civic engagement and scores of programs for the community.

### **CONTACT**

**Laura Poskin, Executive Director, Age-Friendly Greater Pittsburgh**

**412-339-5423 [laura@agefriendlypgh.org](mailto:laura@agefriendlypgh.org)**

**[agefriendlypgh.org](http://agefriendlypgh.org), @AgeFriendlyPGH on Facebook, Instagram, Twitter/X and LinkedIn**

**Fara Marcus, Chief Development and Marketing Officer. JCC of Greater Pittsburgh**

**412-339-5413 [fmarcus@jccpgh.org](mailto:fmarcus@jccpgh.org)**

**JCCPGH.org, @JCCpittsburgh on Facebook, jccpgh on Instagram, jewish-community-center-of-greater-pittsburgh on LinkedIn**