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**Seniors Speak Nebraska initiative brings focus to the importance of Medicaid funding.**

(March XX, 2018) – LeadingAge Nebraska and The Nebraska Health Care Association announce the launch of *Seniors Speak Nebraska*, an initiative to shed light on Nebraska’s rapidly aging population — a population that will rely on Medicaid to receive the care they need in a skilled nursing or assisted living facility.

The purpose of Seniors Speak Nebraska is to allow seniors to be heard, embraced and championed so they can live happy, dignified lives as they continue to age.

“We are giving our seniors a voice, so they can be heard and cared for, even when financial support is needed. Nebraska seniors, who have helped build this state, should be able to live their golden years without worry or fear,” said Heath Boddy, President and CEO of the Nebraska Health Care Association.

The initiative uses social media to lead Nebraskans to a website that outlines the realities of growing older in Nebraska. Visitors can read quotes from seniors and compelling facts that demonstrate the crucial need for sufficient Medicaid funding. Without adequate Medicaid funding, an increasing number of seniors will lose access to necessary care.

“Many seniors receiving Medicaid services held jobs, raised families, paid for their children’s education and saved for retirement. But a variety of circumstances have forced them to rely on Medicaid funding and it is our responsibility not to let them down,” said Jeremy Hohlen, President and CEO of LeadingAge Nebraska.

The campaign, created by KidGlov, a brand advancement and marketing agency, makes a case for legislators to continue to support Medicaid funding for seniors. In the last three years, 25 skilled nursing and assisted living facilities in Nebraska have closed due to inadequate funding. This trend will continue if Medicaid funding is subject to cuts in the state budget.

Visit seniorsspeakne.org to learn more.