



### **Name & Tagline:**

Age Strong VT: Our roadmap for an age-friendly state.

### **Elevator pitch:**

Age Strong VT is our state's master plan on aging well. It outlines actions needed from all corners of our community to make Vermont a state in which we all thrive as we age. Vermont's older population is our fastest growing age group. By 2030, one in three of us will be over the age of 60. Becoming an age-friendly state requires a holistic approach that brings us together to address a wide range of needs, such as housing, healthcare, transportation, caregiving, education and employment. Join us in making Vermont a state in which we can all thrive!

### **Brand attributes:**

- Unique
- Clear
- Vermont specific
- Harkens to 'Vermont Strong' (which is familiar) and also reframes 'age' in a powerful way

### **Possible Marketing Assets:**

- Landing page
- Infographic
- Social media posts
- Small awareness campaign