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## New Award to Honor Organizations that Tap the Experience of Employees Over Age 50 to Tackle Societal Challenges

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SAN FRANCISCO, Nov. 1 /U.S. Newswire/ -- Civic Ventures, a think tank and program incubator helping society achieve the greatest return on experience, today announced the opening of nominations for the "BreakThrough Award." The new award will honor nonprofits and public sector agencies finding innovative ways to hire people over 50 or help them find meaningful jobs solving serious social problems.

The MetLife Foundation, which provides funding for the award, partnered with Civic Ventures last year to conduct the first national survey asking Americans in their 50s and 60s what type of work they aspire to in the second half of life. Half of those polled expressed interest in jobs to help improve the quality of life in their communities, but most also said that finding such employment would not be easy.

"The question of whether older Americans will continue to work in what used to be called 'retirement' is long settled. The vast majority will," said Marc Freedman, founder and president of Civic Ventures and author of *Prime Time: How Baby Boomers will Revolutionize Retirement and Transform America*. "The real question is whether nonprofit employers and public sector agencies will recognize the value that experienced employees bring to the table and take steps to recruit and retain them."

The BreakThrough Award will recognize new approaches to employment for older adults that combine the spirit of service with the benefits of work. Examples of such approaches might include:

- nonprofit organizations that create new part-time jobs to attract older adults seeking meaningful, flexible work;
- organizations that recruit people over 50 and match them with flexible-schedule jobs in social service and government agencies;
- hospitals that offer seasonal-work positions with full-year benefits to recruit and retain experienced nurses; or
- school districts that pay stipends to experienced adults tutoring students in math and science.

"Organizations working in the public interest need talented people. Millions of older adults want paying jobs that contribute to the greater good," said Sibyl Jacobson, president and CEO of MetLife Foundation. "The BreakThrough Award will honor and showcase organizations that are finding innovative ways to bring unmet needs in the community and the untapped resource of older adults together."

Nominations are open until February 1, 2007, and winners will be announced in Spring 2007. To make a nomination, visit: <http://www.civicventures.org/breakthrough>.

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About Civic Ventures -- Civic Ventures (<http://www.civicventures.org>) is a think tank and program incubator, working to help society achieve the greatest return on experience.

About MetLife Foundation -- MetLife Foundation ([www.metlife.org](http://www.metlife.org)) was established in 1976 by MetLife to carry on its longstanding tradition of corporate contributions and community involvement. In the area of aging, the Foundation funds programs that promote healthy aging and address issues of caregiving, intergenerational activities, mental fitness, and volunteerism.

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