



Media Release

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Elder Services of the Merrimack Valley and North Shore Announces Rebrand to AgeSpan  
*Name change reflects agency's mission to serve individuals across their lifespan*

Elder Services of the Merrimack Valley and North Shore, a private nonprofit agency with offices in Lawrence and Danvers, announced today the organization's official rebrand to AgeSpan.

AgeSpan started as an organization in 1974, focused on serving the needs of older adults. Over the years, its programs and services have expanded, and the agency now serves a wide variety of individuals, including older adults, younger people, those with disabilities, veterans, and family members. AgeSpan's service area has grown to include more than 28 diverse communities, as well as helping people statewide and across New England.

"As AgeSpan, our name reflects the agency we are, the people and communities we serve, and the compassionate work we do every day," says CEO Joan Hatem-Roy. "It's an exciting time in our agency's history. We know this name will serve us well for decades to come as we continue to be the agency everyone has known, providing innovative programs to help people throughout their lifespan."

As part of the rebrand, the agency has a new website, now at [www.AgeSpan.org](http://www.AgeSpan.org), so it's easier to find information and get help. Users will be automatically directed to the new website even if they use the former Elder Services website name. The agency's addresses and phone numbers remain the same.

"Our mission has not changed. We will continue to provide the same high level of services without interruption because our commitment to individuals, our community partners, volunteers, and donors remains the same," Hatem-Roy says.

#### About AgeSpan

AgeSpan, formerly known as Elder Services of the Merrimack Valley and North Shore, is a private, nonprofit agency dedicated to helping people in northeast Massachusetts maintain the highest level of independence, health, and safety as they age. We serve as a trusted resource connecting people of all ages and abilities and their caregivers with impartial information, quality services, and vigorous advocacy to help them lead fulfilling lives in the community. AgeSpan is a Massachusetts Aging Services Access Point and an Area Agency on Aging. For more information about AgeSpan and its services, visit [www.AgeSpan.org](http://www.AgeSpan.org) or call 800-892-0890.

