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Elf to Elder benefits more than 100 seniors

Individuals and corporate partners donate \$9,000

LOUISVILLE, Ky. – The holidays will be brighter for 133 older adults in Jefferson County, thanks to ElderServe’s Elf to an Elder program, now in its fourth year.

Individuals and corporate partners contributed \$9,000 in in-kind and cash donations. The program assists seniors in compiling modest wish lists ranging from hats and gloves to sheets and toiletries, and then matches them with donors.

Loneliness and social isolation are common among older adults, and these feelings can negatively affect their physical well-being. “Elf to an Elder brings not just gifts, but a smile, to the door, reminding seniors that someone cares about them,” said Lisa Cobb, ElderServe’s director of development.

“The Louisville community is amazingly generous, and we’re quite thankful for its support,” Cobb said. “Some area companies made Elf to an Elder a project, with groups of employees adopting batches of seniors – and then helping deliver the gifts.”

Corporate partners included employees of Atria Senior Living, Humana, The Glenview Trust Company, Brady Corp., Senior Home Transitions, UPS and WellCare.



ElderServe is one of Louisville’s largest non-profit organizations devoted to supporting seniors as they navigate the aging process. Its mission is to empower older adults to live independently with dignity. The organization provides services to more than 2,000 older adults annually through multiple programs focused on supporting independence, overcoming social isolation, protecting seniors and promoting wellness. ElderServe operates one of the few Adult Day Health Centers in northwest Jefferson County. The adult day shares space with a senior center at 631 S. 28th St. in Louisville’s Russell neighborhood. To learn more, visit <https://elderserveinc.org>, like us on Facebook (/elderserve) or follow us on Twitter (@ElderServeInc).