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Mystic Valley Elder Services Announces New Name

Mystic Valley Aging Services Represents Nonprofit Agency's Broader Mission

MALDEN, MA _ Mystic Valley Elder Services introduced a new name on June 4, at the conclusion of the nonprofit agency's 50th anniversary year. The organization is now Mystic Valley Aging Services.

"Our new name reflects our mission, which has expanded during our 50-year history," said Lisa Gurgone, Chief Executive Officer. "We empower people throughout the aging journey, and we support adults with disabilities and family caregivers of all ages."

The name also aligns with Mystic Valley's efforts to normalize aging as a natural part of life and reduce negative perceptions of aging.

"When we consulted with community members, partners, and other stakeholders, the message was clear. Not everyone identifies as a senior or an elder, but we are all aging," Gurgone noted. "We are dedicated to fostering independence at every age, and our name change reflects that."

Mystic Valley Aging Services will continue to provide a broad range of care and resources to 11 communities in the northern Greater Boston area — Chelsea, Everett, Malden, Medford, Melrose, North Reading, Reading, Revere, Stoneham, Wakefield, and Winthrop.

"Our commitment to the community hasn't changed. We believe everyone has a right to direct the choices that affect their life and we continue to offer a comprehensive array of programs to support that right," said Lesley Nolan, Chief Operating Officer.

Mystic Valley Aging Services will also remain designated as a federal Area Agency on Aging and as one of the Commonwealth of Massachusetts' regional Aging Services Access Points. Working in close partnership with the MA Executive Office of Aging & Independence, Mystic Valley provides information, services, and supports that enable older adults and people with disabilities to age with dignity and respect in community-based settings.

In addition to the new name, Mystic Valley introduced a new logo. The design shows a series of blue and green lines woven together within a circle, representing the network of support the agency provides by partnering with communities, home care and health providers, managed care entities, and service organizations. The wavy lines also evoke the valleys and waterways of the Mystic Valley region.

The agency will upgrade its website this summer to offer a more user-friendly, streamlined resource. All agency emails and phone numbers will continue to operate.

Mystic Valley Aging Services unveiled the new name and logo at its Legacy50 Summit, an event that celebrated the organization's 50th anniversary. The Legacy50 Summit also served as the nonprofit's spring fundraiser, generating funds that are critical to maintaining its Meals on Wheels and community-based meal site program.

Established in 1975, Mystic Valley Aging Services is a private 501c(3) nonprofit corporation that provides a comprehensive array of home-based and community-based programs and supports.