

## **FOR IMMEDIATE RELEASE**

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### **Aging2.0 Madison To Launch at Forward Fest Silvertech Conference**

(MADISON, Wis.) – Madison is home to the newest chapter of the Aging2.0 Alliance, a global network focused on accelerating innovation to improve the lives of older adults. With local chapters throughout North America, South America, Europe and Asia, Aging2.0 Local: Madison is the first hub of the Alliance to be established in Wisconsin.

Based in San Francisco, Aging2.0 leads the Alliance and supports technologists and innovators through programs such as the Global Startup Search and international conferences on technology and aging. As the local representative of the Aging2.0 Alliance, Madison will facilitate the introduction of local startups to this network through outreach and events.

The Madison chapter is headed up by Adam Simcock, CEO of Earthling Interactive, a custom software development firm with an extensive background in the senior care domain. Other team members include Erin Courtenay also at Earthling Interactive and Nathan Allman, Co-Founder and COO of Madison-based meal prep startup, Chefs For Seniors.

As the Aging2.0 Local: Madison Ambassador, Simcock sees tremendous value in bringing this network to the region. "Madison is in a great position to help lead the movement to improve the lives of older adults through innovation. Our Aging2.0 Local team is already drawing from some of the best minds in health care, hi-tech and senior living to nurture innovation in this important arena," says Simcock.

The inaugural event, "Exploring Silvertech" will be held on Monday, August 21st as part of Forward Fest, Madison's annual technology and entrepreneurship festival. The mini-conference will bring together panelists from across the spectrum to present on topics ranging from technology serving seniors in health care settings to innovative approaches to memory care. Uniting all of these speakers is a commitment to embracing technology and innovation to enhance the lives of older adults.

"Exploring Silvertech" panelists include:

- Nathan Allman, Co-Founder and COO of Chefs For Seniors and Aging2.0-local Madison Team Member
- Elizabeth Lokon, Founder and Director of Opening Minds Through Art (OMA) at Miami University
- Gary Smith, Owner of Organic Health Investments and former Senior VP at Mainstreet Health
- Sal Braico, CEO of HighFiveHealth medication management technology

The event will be held at Capitol Lakes Retirement Community. Speakers will give individual presentations which will culminate in a panel discussion. Lunch is included in the \$10 ticket price.

Guests can register here: <https://www.aging2.com/events/details/aging-20-madison-presents-exploring-silvertch-innovations-for-seniors-and-caregivers#/>

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