



Real Possibilities

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AARP Community Challenge funds projects to spark action in Milwaukee, Oconomowoc

Madison, Wisconsin – AARP today announces two Wisconsin winners of the first-ever [AARP Community Challenge](#), which aims to create change and improve quality of life at the community level. The winning projects include the City of Oconomowoc and the Wisconsin Bike Federation in Milwaukee.

Each quick-action project was partially or fully funded through the AARP Community Challenge grant and is set to be completed by November 1, 2017.

These two projects were selected from 1,200 applications across the country with nearly 50 projects in Wisconsin alone. A total of 88 projects nationwide were selected for funding that will total \$780,000. At least one project was selected in all 50 states and the District of Columbia.

The City of Oconomowoc was selected after submitting a plan to create a downtown revitalization project that calls for converting an alleyway into a pedestrian corridor linking Main Street to its newly constructed Fowler Lake shoreline.

The Wisconsin Bike Federation was selected for its plans for traffic calming. The grant money will go toward the procurement of a traffic calming demonstration kit and hosting a streetscape design workshop so older residents can select the types of infrastructure features they would like to see where they live.

“We are thrilled that these wonderful quick-action projects can be started, completed and put into use by area residents by the end of this year,” said Sam Wilson, State Director of AARP Wisconsin. “Both projects show the creativity and innovation we’re seeing in many communities across the state that are looking to ensure their community is a great place to live during all life stages both today and into the future.”

“Great communities require careful planning and time,” said AARP Executive Vice President and Chief Advocacy & Engagement Officer Nancy LeaMond. “These quick action projects will give community leaders the motivation and momentum to create greater change.”

All of the winning projects in this challenge will deliver on one or all of the following:

- Improve social connections through the built environment benefiting people of all ages and abilities in the community.
- Expand opportunities for all residents, such as job, volunteer, and educational/training opportunities.
- Drive inclusive community engagement and interaction across a diverse population.

For a list of the winners and projects, visit www.aarp.org/CommunityChallenge.

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About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.