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For Immediate Release

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ElderSource Announces “Share the Love Challenge”
Employees create awareness campaign to encourage love, kindness and respect
#ShareTheLoveChallenge

Concerned by the disturbing and divisive current events over the past six months, ElderSource employees were motivated to create and share a message of love, unity and respect. The “Share the Love Challenge,” to be launched on February 12 in time for Valentine’s Day, is a campaign designed to encourage people to exchange kindness in the form of words, gestures and deeds.

Working remotely the last 10 months, ElderSource employees have connected weekly via video conference to provide support, humor and encouragement. As the pandemic continued and national events inflamed the country, it was even more important for staff to meet to share thoughts and feelings.

“Our staff carries out some tough work at ElderSource, especially during this time with Covid19 and social distancing when seniors need extra help. It is very stressful,” said CEO Linda Levin. “Add in the national unrest that can’t help but be on people’s minds throughout the day. Staff have been feeling exhausted, and anxious.” Levin added that pre-COVID, the ElderSource HelpLine was receiving 6,000 calls a month and now more than 8,500 calls are received.

Before the pandemic, ElderSource’s HelpLine received about 6,000 calls each month. Now, more than 8,500 calls are received. In discussing the riots at the U.S. Capitol, staff members shared their concerns and discussed ways to hold each other up so they can still assist those who depend on the agency. That’s when the idea of a campaign to spread a message of love, kindness and respect developed. A group of employees honed the message, designed a logo, created a video and developed a plan to spread the positive message within the community.

The campaign kick-off is scheduled for Friday, February 12 at 9 am in front of the ElderSource offices located at 10688 Old St. Augustine Road. Banners, road signs and a cheering staff will be on site to greet morning commuters.

The video and social media posts will run indefinitely with the desire for the #sharethelovechallenge message to be spread far and wide. ElderSource is challenging its volunteers, board members, friends of the agency, companies and other nonprofit organizations to share the message and carry out acts of love and kindness.

“Our hope is that this message goes virial and becomes a movement not just here in northeast Florida, but around the country,” said Alexandra Linton, communications specialist and coordinator of the ElderSource Employee Resource Group.

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“As Martin Luther King, Jr. said, ‘Darkness cannot drive out darkness. Only light can do that. Hate cannot drive out hate. Only love can do that.’ I’m proud of our staff for all they do to help people and support not only those we serve and each other, but the community at large,” said Elizabeth Gunn, ElderSource board chair.

People can download the logo and suggestions for how they can share the love at www.MyElderSource.org/sharethelovechallenge. For more information, call the ElderSource Communications Department at 904-391-6692.

About ElderSource

ElderSource is a local nonprofit organization designated by the state as the Area Agency on Aging and Aging and Disability Resource Center for Northeast Florida. The agency provides information and referral resources for caregivers and seniors in Northeast Florida, reaching more than 12,000 people in its seven-county service area --- Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia. Programs and services are funded by federal, state and local grants as well as private donations and endowments.



ElderSource Diversity, Equity and Inclusion Statement

ElderSource values all people – including, but not limited to, all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientation and gender identities – in everything we do. We welcome the unique perspectives of all persons in our quest to fulfill our mission.

