



Making New York a better place to age



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LIVEON NY AND BLOOMAGAINBKLYN HOST "FLOWERS AND FINANCE" EVENT TO PROVIDE FINANCIAL EDUCATION FOR OLDER ADULTS

NEW YORK, NY — Today, LiveOn NY and BloomAgainBklyn hosted "Flowers and Finance," a financial education workshop at RiseBoro's Diana H. Jones Innovative Older Adult Center. Representatives from Citi provided older adults with information and resources to support their financial well-being, while distributing flowers from BloomAgainBklyn, a community-based nonprofit which repurposes unsold and once-used flowers for populations at-risk. The session offered best practices for managing finances and ways to protect oneself from potential scams, identity theft and financial abuse.





“Now more than ever, it is essential that older adults have the information and resources they need to make informed decisions about their finances. We’re excited to partner with Citi and BloomAgainBklyn to support this initiative at Diana H. Jones Center and at older adult centers across the city to support and empower older adults,” said **Allison Nickerson, Executive Director of LiveOn NY**.

"Financial education is important at every age, which is why Citi volunteers leverage our time and knowledge to help individuals of all generations as they seek to build healthy financial futures," said **Shimonah Israel, Vice President, Northeast Community Relations, Community Investing and Development at Citi**. "Flowers and Finance is a tremendous example of how much we appreciate our local seniors and offer advice to assist them in their financial journeys."

“These workshops serve a dual purpose in helping underserved older adults sharpen both their financial and floral skills in a supportive environment,” said **Kate Selengia, Executive Director of BloomAgainBklyn**. “We are so pleased to partner with Citi and LiveOn NY in this series of educational workshops for older adults throughout the borough.”

“We’re so happy to have organizations coming in and contributing to the aging populations and senior citizens. Today, we had BloomAgain floral designers and volunteers come in to show us how to arrange flowers while educating us about financial literacy. We’re so thankful for them,” said **Stephanie Jones, member of Diana H. Jones Senior Center**.

This event is part of Citi's participation in "Safe Banking for Seniors", a financial education campaign led by the American Bankers Association Foundation. In addition, Citi volunteers across the U.S. help deliver meaningful financial education year-round in the areas of financial literacy, small business, homebuyer education and workforce development.