



News Release

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Narrowing the Technology Gap: Rochester Seniors Find New Ways to Stay Connected to Family and Friends

*Free Training on Cell Phones Hosted by AT&T is
Part of the Company's New Digital You Program*

ROCHESTER, Thursday, November 5, 2015 – Older adults at the Rochester Senior Center learned today how they can use their cell phones to stay connected to family and friends during a free technology training hosted at the center by AT&T. The event is part of AT&T's new national Digital You program.

"Cell phones and smartphones can help older adults stay connected to family and friends like never before, but sometimes learning about a new technology can be difficult," said Kate Jirik, Director of Programs & Volunteers for the Rochester Senior Center. "That's why we're glad to host this AT&T training and help our seniors learn how technology can enhance their lives."

AT&T experts were on hand to help older adults narrow the technology gap and learn how to better use their cell phones and devices to stay connected with family and friends. The event was free and open to the center's seniors regardless of their phone carrier.

"Today's technology offers a host of benefits to older Americans, including the ability to stay in touch with friends and family across the country," said Paul Weertz, president of AT&T Minnesota. "We're proud to host this training to help seniors build skills and confidence using technology."

Reports released in 2014 from the [Pew Internet and American Life project](#) show that while older adults are using devices such as cell phones in increasing numbers, they continue to lag behind the overall adult population.

According to the studies, 77 percent of American adults age 65 and older owned a cell phone, compared to 91 percent of all adults. More than half of adults owned a smartphone, while only 18 percent of adults age 65 and older owned a smartphone.

Today's senior tech training is part of AT&T's national Digital You program. Launched in August, Digital You is a new, comprehensive AT&T program that offers tools, tips, apps, guidance and community education events for people of all ages and levels of online experience to learn more about how to have a safe and secure online experience.

The Rochester Senior Center also hosts ongoing technology education opportunities through its SeniorNet Computer Education program.

For more information on the resources available, check out <http://digitalyou.att.com>.

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