

FOR IMMEDIATE RELEASE

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Educational Series Designed to Help Florida Seniors Age Gracefully

Jacksonville, Florida – We are excited to announce, “Aging Gracefully,” an educational series developed for Seniors recently turning 65 in Florida to help them prepare for what’s ahead.

The first three events in the series will be sponsored by First Citizens Bank. The first event held on October 13, 2023 will be at First Citizen Bank’s San Marco location – 1471 San Marco Blvd, Jacksonville, FL 32207 – from 3-4:30 pm. The meeting space can hold up to 12 people and is **free** to all attendees.

The event will cover **Long-Term Care Planning** and will feature two prominent guest speakers, Elder Law Attorney Lisa DiFranza from DiFranza Law and Jeannine “Jennie” Powell from Jennie Powell Insurance. They will dispel the common myths about Medicaid and Medicare, and they will answer questions about long-term care planning. Attendees of this event should be 65 or turning 65 in the next month, or someone who is caring for a loved one who is 65 or turns 65 in the next month.

Here are some key facts about the State of Long-Term Care in America and why this series is so important:

- 70% of people over 65 will need some form of long-term care.
- The apex of the baby boom is upon us – and for the first time in US history, the older adults will outnumber the kids as 10,000 people turn 65 each day.
- Costs will overwhelm most people, and the government, as long-term healthcare needs surge.
- Social Security and Medicare do not provide for their long-term care needs.
- Experts are urging people to plan now before it’s too late.

For more information or to register for the event, visit AgingGracefullyFlorida.com or the Official Facebook page at [Facebook.com/AgingGracefullyFlorida](https://www.facebook.com/AgingGracefullyFlorida).

About First Citizens Bank

First Citizens Bank helps personal, business, commercial and wealth clients build financial strength that lasts. As the largest family-controlled bank in the United States, First Citizens is continuing a unique legacy of strength, stability and long-term thinking that has spanned generations.

For more information about First Citizens Bank, contact Jenny Cicero, Vice President, Financial Sales Manager, First Citizens Bank, (904) 821-1773, Jenny.Cicero@firstcitizens.com

About DiFranza Law

DiFranza Law helps families take care of families through their 6 core areas of expertise – Elder Law, Guardianship, Guardian Advocacy, Adoption, Estate Planning, and Probate. Lisa DiFranza and her team provides exceptional services for families living in Florida, Pennsylvania, and Minnesota. To contact DiFranza Law, visit DiFranzaLaw.com or call (904) 372-0216.

About Jennie Powell Insurance

Jennie Powell of Jennie Powell Insurance is a licensed broker for Life, Health, Medicare, and Annuities. She helps families plan for the unexpected with a variety of supplemental policies from trusted providers. To contact Jennie, call (904) 643-3633 or email info@jenniepowellinsurance.com.

