**FOR IMMEDIATE RELEASE**

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**Village Support Network (VSN) Expands Efforts to Strengthen Community-Based Support for Older Adults in Montgomery County and Surrounding Areas**

*As the aging population grows, VSN steps up to empower local Villages, ensuring older adults can stay connected and supported within their communities.*

**Montgomery County, MD** – With the increasing demand for community-based support for older adults, the newly rebranded Village Support Network (VSN), formerly known as the Rockville Area Village Exchange (RAVE), is providing critical resources to help local Villages thrive. As more communities adopt the Village model, VSN is helping these groups sustain growth and foster resilient, connected neighborhoods.

**Villages are volunteer-driven community-based organizations that provide essential services to older adults, such as transportation, socialization and home assistance, helping them remain independent and connected within their communities.**

**VSN’s mission** is simple but powerful: to empower developing and vulnerable Villages by offering tailored operational support to ensure sustainable growth and success.

**“The Village Support Network has been invaluable in helping us get started,”** says J.S., Wootton’s Mill Village. **“We have been heavily supported by VSN in the past year…. While we strive to be an independent organization, we still must rely upon their continued guidance and support. We remain truly grateful.”** says K.K., Rockville Town Center Village.

**Key accomplishments** this year include:

    •    **New Websites:** VSN has launched several new and customized Village websites, boosting visibility and increasing community engagement.

**•    Grant Writing Workshop:** Equipping Village leaders with the tools and information needed to secure essential funding

**•    Creative Marketing:** Developed customized marketing materials to raise awareness and effectively promote Village initiatives, driving increased community involvement.

**•    Tech Support:** Secured the OWL system, a state-of-the-art audiovisual tool to enhance connection through hybrid meetings and keep communities engaged.

**•    Leadership Support:** Offered training and guidance to help Village leaders strengthen organizational foundations and navigate operational challenges.

**Why It Matters**

The Village movement is growing rapidly as older adults look for ways to stay engaged and supported within their communities. Villages provide essential services and foster community connections, and VSN is making it possible for these groups to succeed. As Villages grow, sustainability becomes key to their long-term success, and VSN helps ensure that Villages not only thrive today but are also equipped to support their communities for years to come.

With the U.S. population of adults aged 65 and older expected to double by 2060, the need for community-driven support models for older adults is more pressing than ever. VSN is at the forefront of helping these communities meet the growing demand. With more Americans seeking alternatives to traditional senior housing, VSN’s work has never been more essential.

**Get Involved**

VSN invites local businesses, community leaders, and residents to join us in growing and sustaining the Village movement. Your support, whether through partnerships, donations, or volunteering, will help expand our impact and create stronger, more connected communities.

For more information on how you can contribute, visit www.villagesupportnetwork.org or email [info@villagesupportnetwork.org](mailto:info@villagesupportnetwork.org).

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