

Maine Council on Aging wins prestigious national award for taking innovative and strategic action to advance healthy aging in Maine

May 28, 2025 (ARLINGTON, VA) At the Age+Action Conference, the [National Council on Aging](#) (NCOA) awarded the Maine Council on Aging (MCOA) its **2025 Innovator Award**. The award honors organizations that create innovative solutions to improve the health and economic security of older people.

“Every day, these individuals and organizations are solving challenges and providing vital programs that ensure every American can age with dignity,” said [Ramsey Alwin, NCOA President and CEO](#), announcing all of the [NCOA 2025 Trailblazers in Aging Awards](#). “From fighting ageism to connecting medical and social services and promoting digital literacy, they are shining examples of the power of partnerships within the aging services network. We are proud to spotlight their incredible service.”

NCOA recognized MCOA for leading the nation’s first statewide movement to end ageism, working to build a robust essential care workforce, and partnering with Hannaford Supermarkets to improve systems that ensure older Mainers have access to food and social connection. The MCOA was specifically honored for their advocacy that resulted in 45,000 older Mainers having access to a benefit that will save them an average of \$7,300 a year in Medicare costs.

“Our talented team works tirelessly to disrupt ageism, build the infrastructure that supports healthy, engaged aging, and ensure that older people have the resources they need to meet their basic needs and age with dignity,” said Jess Maurer, MCOA Executive Director. “It’s an honor to be recognized for the innovative solutions we’ve implemented and the impact we’re having on the lives of everyday older Mainers.”

NCOA’s Innovator Award is made in honor of Jack Ossofsky, a former NCOA president who launched numerous successful programs and promoted the true promises of an aging society.

About MCOA

The Maine Council on Aging is a broad, multi-disciplinary network of more than 140 organizations, businesses, municipalities, and older Mainers working to ensure we can all live healthy, engaged, and secure lives in our homes and community settings. The MCOA is a unifying force across sectors that is creating a new narrative about aging and older people in Maine with the goal of building local, statewide, and national support for the systemic changes needed to support our new longevity. For more information: www.mainecouncilonaging.org.

About NCOA

The National Council on Aging (NCOA) is the national voice for every person's right to age well. They believe that how we age should not be determined by gender, color, sexuality, income, or zip code. Working with thousands of national and local partners, they provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security.