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Fighting "Ageism"

***A Chat With Age Activist
Barbara Rose Brooker, 84***

The founder of *AgeMarch* and a long-time activist for age equality, Barbara Rose Brooker has been on *The Today Show*, *The Talk*, *Inside Edition*, *Extra*, *Andy Cohen*, *ABC*, *CBS*, *KRON TV*. She speaks regularly at the San Francisco Commonwealth Club and at other venues. Her podcast, *The Rant*, is gaining popularity and her Virtual Age March produced March 2021 is going viral on YouTube and around the world.

Q: What is ageism?

Ageism is age racism. Ageism defines and segregates people by numbers. Age is not a one size fits all. Everyone at every age is age magnificent!

Q: How to combat ageism?

STAND UP for yourself and for others of all ages. Refuse to be age shamed, age segregated, discriminated, labeled and stereotyped. Stop ageism when you see and hear it and legislate. Fight for age justice and equality! People are living longer.

Q: Tell me about AgeMarch and your message for the AgeMarch movement?

I founded [AgeMarch.Org](https://agemarch.org) in 2009. It is the first age movement in history to celebrate age pride for **ALL** ages, race, gender, sexual orientations. Everyone at every age is age magnificent! Age March advocates to end our anti-age culture and to promote a pro-age culture. To end systemic ageism! To INTEGRATE with ALL ages. To age together! OWN our age. EMPOWER our age.

Q: Is age a gift? Or just a number?

Age is the gift of life. Age has NOTHING to do with a number. It is how we celebrate ourselves and others at every age. A 20 year old can have a fuller, wiser life than a 90 year old. Age is not a one size fits all.

Q: Why is ageism so prevalent in our society?

We live in an anti-age culture based on appearance and youth, rather than intellect, self acceptance and inner life. Age is the new designer drug. Twenty-four hours a day slick pretty women sell silky serums and promise to erase tell-tale signs of age. You combat it by joining agemarch.org!

CLICK HERE to read more about ageism and how to fight it.

