



May 9, 2025

The Honorable Mike Rounds  
United States Senate  
716 Hart Senate Office Building  
Washington, D.C. 20510

The Honorable Mark Kelly  
United States Senate  
516 Hart Senate Office Building  
Washington, D.C. 20510

Dear Senators Rounds and Kelly:

AARP, which advocates for the more than 100 million older Americans age 50 and older, is pleased to endorse the bipartisan *Artificial Intelligence Public Awareness and Education Campaign Act*. This legislation will take an important step toward improving digital literacy and safeguarding older consumers in the rapidly evolving landscape of artificial intelligence.

The Artificial Intelligence Public Awareness and Education Campaign Act would launch a comprehensive public awareness, education, and consumer literacy campaign to educate consumers about the prevalence of AI in their daily lives. By bringing together experts to develop the AI literacy campaign, this bill addresses the specific needs of different regions, economies, and subpopulations that may interact with AI products and services in various ways.

We believe that this bill complements AARP's ongoing efforts to support digital literacy among older Americans. In a recent AARP [study](#), older adults expressed openness to new technology but voiced hesitation about AI and concerns over how it could be misused. Another AARP [survey](#) found that older adults, like many Americans of all ages, were concerned with the potential misuse of AI for identity theft and fraud. Ensuring that individuals 65 and older are aware of the opportunities and risks associated with AI is crucial to helping them leverage this technology. Empowering older Americans with this information will not only help protect against fraud and abuse but also unlock the positive potential for AI to improve daily tasks.

AARP applauds your bipartisan efforts to ensure that more consumers understand how AI works and look forward to working with you to see the Artificial Intelligence Public Awareness and Education Campaign Act enacted into law. We are committed to supporting initiatives that enhance the safe adoption of new technologies by older Americans and look forward to working with you to advance this important legislation. If you have any questions or need further information, please feel free to contact me, or have your staff contact Clark Flynt-Barr of our Government Affairs staff at [cflyntbarr@aarp.org](mailto:cflyntbarr@aarp.org).

Sincerely,

A handwritten signature in purple ink that reads "Bill Sweeney".

Bill Sweeney  
Senior Vice President  
Government Affairs