

# Unmarried America



## Newsletter of the AMERICAN ASSOCIATION FOR SINGLE PEOPLE

### National Singles Week 2001: A Somber Commemoration



Perry Heath, Jane Albrecht, and Tom Coleman made presentations to Congress.

AASP had such high hopes for making National Singles Week a major celebration this year. For weeks we prepared for our trip to Washington D.C. where we planned to conduct a variety of festive activities.

Just when we finalized arrangements to hold a reception for local members at the Marriott Hotel and confirmed photo sessions with nearly 40 Representatives and Senators, the unthinkable happened. Terrorists struck the World Trade Center and the Pentagon.

We gave serious consideration to cancelling the trip to Washington. But after hearing President Bush ask Americans to continue normal activities to the extent possible, we decided to push forward.

However, the spirit of the week would be one of respectful commemoration. No celebration this year.

We expected that many members of Congress would call to cancel the meetings and photo sessions. To our surprise, the opposite occurred. We received several calls requesting a meeting. This was a signal that our elected officials were heeding the President's plea for normalization.

Due to cancellation of flights on September 15, Dr. Nora Baladerian (President) and Thomas F. Coleman (Executive Director) were not able to leave

Los Angeles as planned. The first flight to Washington was not available until Tuesday, Sept. 18.

As a result, Dr. Baladerian was not able to fly to Washington because she had arranged her schedule for a trip from Sept. 15 to 19.

But Coleman pressed on. He arranged for AASP members George Phillips and Jane Albrecht, residents of Washington, to co-host the reception for members scheduled for Sunday, Sept. 16. Many members attended the event.

Perry Heath, also a resident of Washington, took the entire week off as vacation time. He devoted all of his energies to helping AASP make deliveries to, and meet with, members of Congress.

Coleman and Heath spent Wednesday on Capitol Hill, visiting dozens of congressional offices. They delivered a greeting card to members of Congress who are single or unmarried. To others they delivered certificates documenting that the congressional district fell into the "unmarried majority" category - meaning that a majority of households in that district are headed by single or unmarried adults. At some of these stops they were able to have a photo taken with the Congress member or with a staff person.

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### Single Shoppers Starting to Get a Few Breaks

As the number of one-person households increases, more merchants are trying to meet their needs. The following is a summary of an article which appeared recently in the Baltimore Sun.

Consider this: if a hardware store could speak, it would speak of home. It would speak of Dad buying tools, paint, garden hose and grass seed and sundry other accessories of American domestic family life.

It would not necessarily speak to the single person, at least not until recently. Hardware store marketers have lately begun to notice that unmarried shoppers also need paint, extension cords, spackle. The retail chain Ace Hardware, for example, has been changing its tone, tinkering with the store signs and colors in hopes of seeming more friendly to women and others whom no one calls "Dad."

Other businesses are making changes too. Travel agents, bulk-good stores and food purveyors are shifting their marketing and advertising - even the look of products - to reflect the growth in the numbers of Americans who live alone or with unmarried partners.

Some singles advocacy groups say it's about time, and more might be done. One group says its members who live alone demand everything from pizzas for one to less expensive vacation options to smaller Christmas trees.

Faith Rodell, a Christmas tree retailer in the Washington area, says many singles want a tree without the hassles of lugging it into a small apartment and positioning it in a stand.

"They want that little touch of tradition," Rodell said. So, she stocks miniature trees with the stands already on.

"Our lot seems to be a late-night date spot. They don't have to worry about anything: Just add water," she said.

While Rodell gives singles the option of a suitable tree, she benefits in sales: **The See BREAKS pg. 2**