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FOR IMMEDIATE RELEASE
[Date]

[INSERT ORGANIZATION NAME] COMMEMORATES WORLD ELDER ABUSE AWARENESS DAY (WEAAD) THIS JUNE 15TH

Local effort to raise awareness about elder abuse and neglect in our community

[City], [ST], [Date]– [Insert company name] is commemorating WEAAD by hosting [insert event type and name] [Insert event details] This year’s theme is One person. Once action. One Nation. United against elder abuse.

Did you know that every day 10,000 people turn 65 in the US alone? That trend is going to continue for nearly the next 20 years. Our demographics are shifting, and we will soon have more elder people in the US than ever before. At the same time that the population is growing, we know that a startling number of elders face abusive conditions. Every year an estimated 5 million, or 1 in 10, older Americans are victims of elder abuse, neglect, or exploitation. And that’s only part of the picture: Experts believe that for every case of elder abuse or neglect reported, as many as 23.5 cases go unreported.

WEAAD serves as a call-to-action for individuals, organizations, and communities to raise awareness about abuse, neglect, and exploitation of elders. The International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations (UN) launched the first World Elder Abuse Awareness Day (WEAAD) on June 15, 2006 in an effort to unite communities around the world in raising awareness about elder abuse.

WEAAD is in support of the UN's International Plan of Action acknowledging the significance of elder abuse as a public health and human rights issue.

[Insert a quote from a company executive about what the announcement means.]

[Add additional paragraph(s) as necessary to describe your announcement and the benefits it provides.]

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If you would like more information about this topic, please contact [Contact Name] at [Phone Number] or email at [Email Address].