

For Immediate Release

World Elder Abuse Awareness Day 2017

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World Elder Abuse Awareness Day June 15, 2017

Mark your calendars! The Greene County Senior Center and the Ready Set Walk Walking Club announces Greene County's 1st Annual *Elder Abuse Awareness Day Walk on Thursday, June 15, 2017*. Our goal is to have at least **100** signed up for our first Awareness Walk. Show the world you care about ending elder abuse and neglect by wearing something **purple** on this day. Also plan to walk with us at the Greene County Senior Center 104 Greenridge Road, Snow Hill, NC. A link to online Registration is on the Greene County Senior Center & Services Facebook Page. For those that need assistance with Registration, they may contact the Senior Center at 252-747-5436. Registration Deadline is May 31st. The first 100 participants will receive a free T-shirt and back pack.

To Pre-register Online, go to Eastern Carolina Council website at <http://www.eccog.org> and click on News to see the link to the Greene County Elder Abuse Awareness Walk.

Check-in is at 10 am and the 1 mile walk begins at 11. Free hot dogs and ice cream will be served following the walk.

Communities and municipalities will make proclamations declaring *June 15, 2017 as World Elder Abuse Awareness Day (WEAAD)* and hold events designed to raise their communities' awareness of elder abuse. The first Awareness Day in 2006 involved several hundred organizations and governmental bodies at international, national, regional, local, community and neighborhood level, in every continent in the world. The day is in support of the United Nations International Plan of Action which recognizes the significance of elder abuse as a public health and human rights issue. Governments, non-governmental organizations, educational institutions, religious groups, professionals in the field of aging, interested individuals as well as older persons themselves will promote a better understanding of abuse and neglect of older persons by organizing activities around the world to raise awareness of the cultural, social, economic and demographic processes affecting elder abuse and neglect.

Throughout the world, abuse and neglect of older persons is largely under-recognized or treated as an unspoken problem. Unfortunately, no community or country in the world is immune from this costly, public health and human rights crisis. Research indicates that public education campaigns like *World Elder Abuse Awareness Day (WEAAD)* are vital for informing people in a growing number of countries about elder abuse and active involvement of the media is central to its success.

All countries, communities, neighborhoods and organizations interested in working to help bring recognition and ultimately an end to elder abuse and neglect are urged to take part in *World Elder Abuse Awareness Day (WEAAD) on June 15, 2017*. Awareness activities may encompass volunteer or educational programs, cultural and art events, use of information technology, or any activity that aims to create awareness of elder abuse and neglect. Raising awareness of elder abuse and neglect is a challenge and no effort is too small. To learn more, and to download a free copy of the Community Guide World Day Tool Kit, please visit www.inpea.net/weaad.html.