World Elder Abuse Awareness Day
Media Advisory Template

FOR IMMEDIATE RELEASE

LEARN THE SIGNS, BREAK THE SILENCE
(Insert an attention-grabbing one-line headline of the name of the event in italics)

WHAT:  Insert a brief description of your event and noteworthy participants.

WHO:    Insert full names of speaker(s), and other participants significant to the media.
         Include full names and titles.

WHEN:   Insert date and time

WHERE   Insert location and address

WHY:    June 15 is World Elder Abuse Awareness Day (WEAAD); it was established in 2006 by the International Network for the Prevention of Elder Abuse. The purpose of WEAAD is to bring attention to the abuse of older adults. The Government of Alberta has been promoting WEAAD since 2006.

Visit seniors.alberta.ca or albertaelderabuse.ca to learn more about elder abuse, WEAAD and how to plan or attend an event in your community.

For more information contact

Name:
Organization
Phone/email: