



## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

**MR# 2021042**

**DATE: 14 June 2021**

**RE: World Elder Abuse Awareness Day proclaimed**

**AMHERST, Nova Scotia** – Tuesday, June 15, 2021, has been proclaimed World Elder Abuse Awareness Day in the Town of Amherst.

“Amherst’s seniors are valued, contributing members of our community who deserve to be treated with respect and dignity,” Mayor David Kogon said on June 14, 2021, as he signed the proclamation on behalf of Amherst town council.

“Elder abuse is not limited to race, gender, culture or circumstances.

Regardless of whether the abuse is physical, emotional or financial, it has a significant impact on the lives of individuals and families.

“I encourage our residents to recognize and celebrate our seniors and their ongoing contribution to the success and vitality of Nova Scotia and Amherst. I also urge everyone to join the global movement to stop elder abuse and restore respect by educating themselves about the rights of older adults.”



**MAYOR DAVID KOGON SIGNS A PROCLAMATION DECLARING JUNE 15, 2021, AS WORLD ELDER ABUSE AWARENESS DAY IN THE TOWN OF AMHERST. (TOM McCOAG / TOWN OF AMHERST)**





This year marks the 16<sup>th</sup> anniversary of the day the International Network for the Prevention of Elder Abuse, supported by the United Nations International Plan for Action, first proclaimed World Elder Abuse Day in an effort to recognize the significance of elder abuse as a public health and human rights issues. This year's theme is "rights don't grow old."

The local Senior Safety Committee, which has been in Cumberland County since 2012, welcomed the town's proclamation.

"Our mission is to enhance the inclusion, safety and well-being of seniors, thereby enabling them to feel safe, healthy and independent in their community and their homes," a statement issued by the committee said.

"As part of that mission, we strive to create awareness of elder abuse and to help seniors who face financial, physical and emotional abuse, often at the hands of trusted family members.

"On June 15, we are grateful for our community partners who work with us to eliminate elder abuse."

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