



For Immediate Release  
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## **MEDIA RELEASE**

### **World Elder Abuse Awareness Day – June 15, 2009 - Communities Take Action**

British Columbia – More than 20 Community Response Networks (CRNs) across BC are holding events throughout the month of June to commemorate World Elder Abuse Awareness Day on June 15, 2009 and to get help to people like Mary:

“I’m 91. Once I was an educator, and had a decent life. What I am today? An abused senior. Oh, please don’t tell anyone. If my kids find out I’ve been talking, there’ll be hell to pay. I don’t want them to get into trouble. Everyday it gets worse—last month I had \$300,000 in savings. Now there’s only \$5000 left. It’s so hard to say NO to them. They yell and use the F word. I don’t know where they learned to talk like that. I’m so ashamed.”

Mary represents 4 – 10% of older Canadians who are bullied and exploited each year. Pain, damage, humiliation, fright, despair--it’s happening behind closed doors every day, often at the hands of family members or others in positions of trust.

“It is estimated that one in twelve active seniors in BC experience some form of financial abuse, and that 10% of BC seniors will experience some form of abuse in their later years” says Alison Leaney, Executive Director of the BC Association of Community Response Networks (BCACRN). “Senior abuse can take place anywhere. The type of abuse inflicted ranges from physical, emotional, financial, and sexual.”

Throughout June, CRNs across BC will host a variety of events such as purple ribbon campaigns, multi-cultural events, community forums, mall and library displays, and silent auctions. For a full listing of events and to view events taking place near you, please visit [www.bccrns.ca](http://www.bccrns.ca).

#### **For more information, or to arrange an interview, please contact:**

Alison Leaney, MSW, RSW - Executive Director  
BC Association of Community Response Networks  
604.306.7344  
[edcrns@telus.net](mailto:edcrns@telus.net)

#### **About the BCACRN**

The BC Association of Community Response Networks (BCACRN) was established to increase public awareness of adult abuse and neglect and to coordinate systems to help those in need to connect to support within their community. These local systems,

called Community Response Networks or CRNs also provide training, educational and prevention programs to help people know their rights, keep themselves safe, and understand the factors that can put any of us at risk.

The B.C. Association of Community Response Networks is recognized as a leader nationally for its respectful ways of addressing complex issues and preventing senior abuse and neglect. Exciting new initiatives are now underway, promising new hope for aging with honour, dignity and respect. “Being free of abuse is a human rights issue”, says Leaney.

To support BCACRN and help “Stop Adult Abuse and Neglect – Together” check out our Third Annual Province-Wide Online Auction, boasting more than 65 items with new ones being added regularly. To bid on BC Lions tickets, getaways in BC (Via Rail Canada, Ocean Wilderness Inn), outdoor adventures/activities (golfing tour –Golf Kelowna, river rafting, Canadian Outback Adventure), original art by Terry Isaac, health and wellness services and various merchandise (Vernon Medical Supplies, Geniers and City Furniture) to name but a few, visit, [www.bccrns.ca](http://www.bccrns.ca). Online donations are also graciously accepted.

If you have been the victim of any type of abuse or know someone who has, Leaney encourages you to get help by contacting:

- someone you trust
- VictimLINK - 1.800.563.0808
- BC Centre for Elder Advocacy and Support (BCCEAS)– toll free, 1.866.437.1940 or 604.437.1940 in the Lower Mainland
- your local police