



FOR IMMEDIATE RELEASE

## WORLD ELDER ABUSE AWARENESS DAY: JUNE 15, 2012

**Kuujuaq, June 11, 2012** – The Nunavik Regional Board of Health and Social Services (NRBHSS) is pleased to support **World Elder Abuse Awareness Day**, to be held June 15.

The NRBHSS encourages the Nunavik communities and organizations to support and participate in various initiatives undertaken in the region.

Everyone is encouraged to wear purple and to go outside at precisely 3:00 p.m. to honk the horns of their vehicles and thus demonstrate support for the elimination of elder abuse.

Moreover, everyone is invited to tune in a regional radio broadcast aired on the TNI (FM 94.1) on June 15<sup>th</sup> between 9:00 and 11:00 am.

World Elder Abuse Awareness Day (WEAAD) was launched by the International Network for the Prevention of Elder Abuse (INPEA) in 2003. The first WEAAD was held at the United Nations in New York in 2006.

“Honouring and Celebrating our ELDERS!”

*The NRBHSS is a public organization created in 1978 under the James Bay and Northern Québec Agreement. The organization has jurisdiction over nearly the entire territory of Québec north of the 55<sup>th</sup> parallel regarding the delivery of health and social services to the residents of the 14 communities.*

- 30 -

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**This news release is also posted on our Web site at:** [www.rrsss17.gouv.qc.ca](http://www.rrsss17.gouv.qc.ca).