Media Release
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PURPLE SPIRE FOR ELDER ABUSE AWARENESS

The Arts Centre spire will turn purple this weekend to mark World Elder Abuse Awareness Day on Saturday June 15 as people across the world wear purple to show they care about ending elder abuse.

Seniors Rights Victoria will be at Federation Square to celebrate as the spire lights up at dusk on Friday 14th, along with other organisations involved in elder abuse prevention and support. Seniors Rights Victoria’s Manager, Jenny Blakey said: “We encourage people to come along to learn more about elder abuse and collect a purple ribbon to wear.” The world’s oldest rock band, The Zimmers, will also feature on the big screen at Federation Square over the weekend.

According to Seniors Rights Victoria, elder abuse is a problem that affects between 4-6 per cent of older people. “It typically involves a family member or someone close to an older person. It may involve taking an older person’s money or possessions, making threats or stopping their social activities, not providing the care they need, or physical or sexual abuse,” Jenny Blakey said.

“There is a negative view of ageing in our society. Older people are devalued and this causes some people to abuse them. As our population ages, more of us will be at risk. Older people need to know they don’t have to put up with abuse and help is available,” Jenny Blakey said. “They can call our Helpline on 1300 368 821 for a free, confidential chat.”

Activities to mark World Elder Abuse Awareness Day on June 15 also include the historic Bendigo Post Office turning purple, a morning tea with Peter Russell Clarke in Shepparton and a Seniors Rights Walk in Frankston. Information about what’s on in your area visit www.seniorsrights.org.au

Newspaper photographers and television news editors who wish to capture the purple-lit Arts Centre spire can get more information from Jackie Jenkins, SRV Communications on 9655 2120 or 0402 131 596

For interviews with Jenny Blakey, contact her on 9655 2129 or 0407 329 279