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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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SENIOR FORUM

Enhance your knowledge of Senior Financial Exploitation and Learn How to Avoid Getting Scammed

San José, CA. The Santa Clara County, Department of Aging and Adult Services, Social Services Agency is hosting a Senior Forum, which will feature workshops on how to identify scams that target seniors and prevent financial exploitation. This Forum will be held on Monday, August 1st from 8:30 am – 3:30 pm., at the Santa Clara Convention Center, 5001 Great America Pkwy, in Santa Clara. The event is free and open to the public with free transportation from specific sites, VTA vouchers, and complimentary breakfast and lunch provided.

This one-day educational Forum will focus on providing older adults with specific information on how to avoid becoming a victim of a scam. Nationally recognized speakers will conduct educational workshops to help educate seniors about Consumer Scams, Telemarketing Fraud, Sweepstakes Fraud and much more. Alarming, Elder Financial Exploitation is on the rise and is now being called the crime of the 21st Century.

Betty Malks, Director of the Department of Aging & Adult Services explains, “ *In Santa Clara County, because of the increased aging of the population and the concentration of wealth among older people (i.e., the local housing market being the main reason), the elderly are highly vulnerable to financial exploitation.*”

Come and learn how to protect yourself from financial exploitation. *For more information, contact Lisa Hinojosa @ (408) 635-1724 or for Transportation info; contact Anne Velasquez @ (408) 635-1706. ###*
