



FOR IMMEDIATE RELEASE

WORLD ELDER ABUSE AWARENESS DAY: JUNE 15, 2011

Kuujuaq, June 14, 2011 – The Nunavik Regional Board of Health and Social Services (NRBHSS) is pleased to support **World Elder Abuse Awareness Day**, to be held tomorrow, June 15.

The NRBHSS encourage the population and the organizations to support and participate in the various local and regional activities.

Moreover, everyone is invited to tune in a regional radio broadcast aired on the TNI (FM 94.1) on June 15th between 9:00 and 10:00 am.

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

For any questions related to this event, you may contact the regional organizing committee members by e-mail at mannanack@krg.ca; elizabeth.klimczak@ssss.gouv.qc.ca; catherine.henry@ssss.gouv.qc.ca; kathy.snowball@ssss.gouv.qc.ca, and sugordon@krg.ca.

World Elder Abuse Awareness Day is a federal, provincial and territorial initiative of the ministers responsible for elders in Canada.

“Let’s show LOVE to 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 55th parallel regarding the delivery of health and social services to the residents of the 14 communities.*



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This News Release is also posted on our Web site at: www.rrss17.gouv.qc.ca.