



Media contact:
Jenefer Duane
CEO & Executive Director
Elder Financial Protection Network
415.897.9555

FOR IMMEDIATE RELEASE

World Elder Abuse Awareness Day Honored with Release of Training Tools For Recognizing and Reporting Elder Financial Abuse

NOVATO, CA, June 15, 2006 --- In recognition of World Elder Abuse Awareness Day, June 15th, Elder Financial Protection Network announces the launch of a suite of training tools for financial institution employees titled ***Be Wise: Recognize and Report Elder Financial Abuse***.

Financial abuse of elders continues to increase at an alarming rate throughout the nation. Experts say that elder financial abuse is "the crime of the 21st century" as the burgeoning senior population is increasingly targeted. Tragically, it is estimated that 150,000 to 200,000 seniors are financially abused in California each year, and the National Center on Elder Abuse estimates that there may be 5 million victims a year, nationally.

In August, 2005, California Governor Arnold Schwarzenegger signed legislation, (SB 1018, "The Financial Elder Abuse Reporting Act") requiring all California financial institutions to report suspected elder financial abuse, effective January 1, 2007.

Slated for launch in early July, ***Be Wise: Recognize and Report Elder Financial Abuse*** is the most current and comprehensive elder financial abuse prevention program available for financial institution employees. The curriculum is an expansion of the triple award-winning ***Be Wise*** video training program, which has been implemented by over 100 financial institutions in the state of California and reviewed and approved by the California Credit Union League, California Bankers Association and Western Independent Bankers. The program has also been endorsed by the California Department of Justice, District Attorneys Association and State Sheriffs Association.

This upcoming release makes the ***Be Wise*** educational content available in video as well as DVD and online formats for the first time. A 'Training Toolkit' including a sample company policy, Powerpoint training curriculum, reporting resource directory will also be offered to complement the training program. To order the ***Be Wise*** program, call 415.897.9555.

"Training staff is a proven strategy for the prevention of this devastating crime. Our financial institution partners have saved their senior customers millions of dollars as a result of the implementation of our ***Be Wise*** training program," said Jenefer Duane, CEO and Executive Director of Elder Financial Protection Network.

ELDER FINANCIAL PROTECTION NETWORK
1450 GRANT AVE., STE. 200, NOVATO, CA 94945 / 415-897-9555 / FAX 415-897-9393 / www.bewiseonline.org

"The California Credit Union League strongly believes that frontline staff of financial institutions can be a safety net to help protect elders if properly trained and given the resources to assist. We are pleased to partner with Elder Financial Protection Network in support of these important training tools," said Bill Cheney, League president and CEO.

Elder Financial Protection Network is an award-winning non profit organization that works to prevent financial abuse of elders and dependent adults through community education programs, public awareness campaigns and financial institution employee training. For more information about the **Be Wise** training program or EFPN, visit www.bewiseonline.org or call 415.897.9555. To report suspected abuse in California, call the 24-hour hotline at 1-888-436-3600.

###