

NEWS ADVISORY



Attorney General Bill Lockyer
California Department of Justice

<http://ag.state.ca.us>

February 23, 2004

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ATTORNEY GENERAL LOCKYER KICKS OFF ELDER FINANCIAL ABUSE PROGRAM

WHAT: Attorney General Bill Lockyer joins the California Community Partnership for the Prevention of Financial Abuse (CCPPFA), elder advocates and leaders of financial institutions and law enforcement to launch the CCPPFA's "Call to Action" to prevent elder financial abuse. The statewide public awareness and community outreach campaign linking law enforcement, social service agencies and financial professionals in detecting and preventing elder financial exploitation and abuse. Lockyer will unveil and sign the "2004 Year of the Senior" proclamation.

WHEN: Tuesday, February 24, 2004
Luncheon program, Noon to 2 p.m.
Press Conference, 2 p.m.

WHERE: Bank of America World Headquarters
555 California Street
52nd Floor
San Francisco, CA

WHO: Attorney General Lockyer, Contra Costa County District Attorney Robert Kochly, Sonoma County District Attorney Stephen Passalacqua, San Diego County District Attorney's Elder Abuse Prosecution Unit Chief Paul Greenwood, financial institution executives and advocates for seniors.

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