

PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE: June 5, 2024

CONTACTS: Donn Epperson, Adult Protective Services Supervisor, (530) 229-8450,
depperson@shastacounty.gov

Kimberly Ross, Community Education Specialist, (530) 229-8478, kross@shastacounty.gov

PURPLE FLAGS, RIBBONS, EVENTS SPOTLIGHT ELDER ABUSE AWARENESS MONTH

SHASTA COUNTY – Purple lawn flags will be planted in Redding and Anderson this month as a visual reminder of the 3,314 reports of elder abuse made to Shasta County Adult Protective Services (APS) last year.

In those reports, APS notes an increase in financial and mental health abuse of elders in particular. Meanwhile, post-pandemic social isolation continues to put seniors at high risk for maltreatment.

To stop suspected elder abuse, APS asks Shasta County residents to “Be Bold on Their Behalf” and call its 24-hour hotline, (530) 225-5798. The public is invited to learn how to “Know Abuse, Report Abuse” at [ShastaAdultProtectiveServices.com](https://www.shastaadultprotectiveservices.com).

Shasta County’s purple lawn-flag displays are part of multiple events marking June as Elder Abuse Awareness Month. The public is welcome to attend, wear purple and plant flags:

- **8:30 a.m. Monday, June 10, in Redding** at City Hall’s front lawn, 777 Cypress Ave. A 8:45 a.m. press conference will include a brief introduction by Health & Human Services Agency’s Mental Health Director Miguel Rodriguez, comments from APS Supervisor Donn Epperson, and vehicles with purple ribbons.
- **8:30 a.m. Tuesday, June 11, in Anderson** at the southwest corner of North and East Center Streets; Features Epperson, the planting of flags, and photo/video opportunities.

This month, large purple ribbons on local vehicles remind Shasta County residents to protect elders. The Shasta County District Attorney’s Office, Sheriff’s Office, Redding and Anderson police departments, Redding and Anderson fire departments, and other community partners have proudly added purple ribbons to their vehicles in support of seniors.

The following Shasta County events also lead up to World Elder Abuse Awareness Day on June 15:

- June 3-17: District Attorney's Office 8th Annual Food Drive for Seniors. All food goes to [Dignity Health Connected Living](#), for elders and food-insecure people in our community.

Find drop-off bins at:

- Shasta County District Attorney's Office, 1355 West St. Redding, 8 a.m.-5 p.m. weekdays
 - Smokin' Joes BBQ, 8540 Airport Road, Redding, 11 a.m.-7 p.m. daily
 - Dignity Health Connected Living, 100 Mercy Oaks Dr., Redding, 8 a.m.-4:30 p.m. weekdays
 - Shasta County Child Support Services, 2600 Park Marina Dr., Redding, 8 a.m.-5 p.m. weekdays
-
- June 4, Noon: Stay Safe – Age Well Lunch & Learn, Redding City Hall. Free.
 - June 14, 10 a.m.: Elder Abuse Awareness Week Press Conference and Reception, [Oakmont of Redding](#), 2150 Bechelli Lane, Redding. Features community partner speakers.
 - June 14-21: Best Purple Spirit Business Competition. Decorate yourself and your home or business in purple to raise awareness of elder abuse. Tag ShiningCare in your social media photo/video posts.
 - June 15, 6-10 p.m.: Purple City Festival, Sundial Bridge, Redding. Bridge lighting ceremony at 9 p.m. Free. DeeJay, live entertainment, educational booths, food and drink trucks. More at [ShiningCare.org](#).
 - June 19, 8 a.m.-Noon: Senior Safety Expo, Orchard Nutrition, 221 Locust St., Redding. Free. Educational booths and information. More at [ShiningCare.org](#).

This list of events can also be found at [ShastaAdultProtectiveServices.com](#).

Shasta County Adult Protective Services provides assistance to elderly and dependent adults. It is a program of Shasta County Health & Human Services Agency.

#