



Support Services for Older Adults



HILARY DRUXMAN

Hilary Druxman Launches Philanthropy Piece in Support of A&O: Support Services for Older Adults Elder Abuse Prevention Services

For immediate release: Winnipeg, June 15, 2012 – A&O: Support Services for Older Adults, formerly Age & Opportunity Inc. introduced today a new way of supporting direct elder abuse prevention services for older Manitobans – thanks to the generosity of local jewelry designer, Hilary Druxman.

Druxman used her respect and concern for older adults to create a signature piece, *The Owl*, which was inspired by its symbolism as a guardian against harm and an emblem of wisdom and knowledge. The stylized piece is being sold in support of A&O: Support Services for Older Adults elder abuse prevention services and was launched today in recognition of **World Elder Abuse Awareness Day (WEAAD)** which is proclaimed every June 15th by the International Network for the Prevention of Elder Abuse.

“We’re so touched that Hilary used her extraordinary talent to create such a fantastic new way for people to support the important work we do for older Manitobans,” said Amanda Macrae, A&O’s CEO. “We hope to see Manitobans wearing *The Owl* often and we can’t thank Hilary enough for her generosity.”

Throughout the world, abuse and neglect of older persons is largely under-recognized or treated as an unspoken problem. Unfortunately, no community or country in the world is immune from this costly public health and human rights crisis. Research indicates that public education campaigns like World Elder Abuse Awareness Day are vital for informing people in a growing number of countries about elder abuse.

For those interested in supporting elder abuse prevention services in Manitoba can purchase *The Owl* for their very own, or as a gift for \$40.00 at Hilary Druxman’s studio at 258 McDermot Avenue or online at hilarydruxman.com.

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