



COUNTY OF YOLO
OFFICE OF THE DISTRICT ATTORNEY
JEFF W. REISIG, DISTRICT ATTORNEY

301 SECOND STREET - WOODLAND, CALIFORNIA 95695 - 530.666.8180 - FAX 530.666.8185

FOR IMMEDIATE RELEASE

Date: 4/30/10

Contact: David Edwards, Enforcement Officer

Phone: (530) 666-8416

MAY IS OLDER AMERICANS MONTH

(Woodland, CA) – On April 30th, 2010, Yolo County District Attorney Jeff Reisig announced that May is the annual month to recognize and celebrate our older adults. In 2010 nearly 40 million Americans will be over the age of 65. Since Americans are living longer and stronger, it is important that people are knowledgeable about the constantly evolving world. This includes learning how to protect yourself from legions of scam artists from around the world who cheat and steal from older Americans.

The District Attorney's Elder Protection Unit provides on-going educational outreach where older adults can learn in about one hour how to help make sure they hold on to what took them a lifetime to achieve. If you would like to attend a free educational event, several are planned in May including one at "The Rivers Senior Apartments" in West Sacramento on Wednesday May 12th at 4:30 PM. The *Grandma Its Me* scam and How to Reduce Your Risk of *Identity Theft* are two subjects that will be covered.

People, particularly elders, should also be aware of new developments in the area of consumer protection. The first involves annoying telemarketing calls made by a computer called a Robodialer. Now, with very few exceptions, businesses need your permission before they can call you with prerecorded telemarketing messages.

Another big change took place on April 2, 2010 that is designed to prevent deceptive marketing for those "Free" Credit Reports that can turn out to be surprisingly expensive. Now, clear disclosures must be given for advertisements offering *Free Credit Reports* (but are not actually the one mandated by Federal Law.) This is intended to help reduce the confusion and expense to consumers.

This year's "Older Americans Month" recognizes the diversity, vitality and positive example that these valued citizens provide. If you have any questions about the Telemarketing calls, Free Credit Reports or the educational events mentioned in this press release, please call Dave Edwards at the District Attorney 530 666-8416.

###