

Media Advisory
11 June 2025

LIMPOPO PROVINCIAL GOVERNMENT OBSERVES WORLD ELDER ABUSE AWARENESS DAY

The Limpopo Provincial Government will shine a light on the mistreatment of seniors by observing World Elder Abuse Awareness Day (WEAAD) on 12 June 2025 in Botlokwa, Molemole Municipality.

WEAAD is an initiative of the International Network for the Prevention of Elder Abuse (INPEA) aimed at creating awareness and providing vital information to the public on the growing number of elder abuse cases. It intends to contribute to government's core objective of restoring to individuals their human dignity and encouraging collective participation from community members in preventing this abuse.

On the day, various presentations will unpack what elder abuse means and that it goes beyond physical affliction. It can take a form of emotional or sexual abuse, financial exploitation, abandonment, or any inappropriate action exerted towards the elderly that can cause distress.

Media can spread the awareness by joining the commemoration as scheduled:

Date: 12 June 2025

Venue: Tsherani Multi-Purpose Centre, Botlokwa, Capricorn District

Time: 10h00

Issued by the Limpopo Provincial Government

For media enquiries, please contact:

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#WEAAD
#7thAdministration
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