

*Jackie Lacey*  
District Attorney  
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NEWS RELEASE

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**District Attorney Jackie Lacey,  
Rotary Club of Los Angeles Unveil Campaign to  
Protect Seniors from Financial Crimes**

Los Angeles County District Attorney Jackie Lacey and the Rotary Club of Los Angeles today unveiled a public education campaign to safeguard seniors from financial crimes.

Statistics reveal that one in five seniors has been the victim of a financial scam. The data also suggests that only one in 14 such incidents is reported to authorities.

To maximize the reach of this public safety endeavor, the District Attorney's Office partnered with Rotary Club of Los Angeles, also known as LA5, to train volunteer speakers who will visit community centers, nursing homes and other locations to educate seniors about common scams and prevention tips.

District Attorney Lacey commended LA5 for its commitment to protecting seniors against financial fraud through education and outreach.

"The Los Angeles County District Attorney's Office is pleased to team with LA5 our seniors," District Attorney Lacey said. "If we can save one senior from experiencing the agony of losing their life's savings then we have served our community well."

LA5 also will work with other nonprofits to distribute printed materials to homebound seniors. The 3,000-member club and the District Attorney's Office have a shared goal of deterring financial abuse against the elderly.

Rotary Club of Los Angeles – one of 65 other rotary clubs in the county – is part of Rotary International, a global human services organization.

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A reported 70 percent of our nation's wealth belongs to seniors. As a result, unscrupulous predators often target the elderly. Physical and cognitive limitations, trusting dispositions and loneliness are some factors that make elderly persons particularly susceptible to financial crimes.

"We are honored to work with District Attorney Jackie Lacey and her team as partners in this important Senior Scam Awareness Outreach project," said Ken Chong, President of the Rotary Club of Los Angeles.

At a morning news conference, District Attorney Lacey shared a personal account about her mother who was scammed over the phone. The scam artist told the District Attorney's mother that one of her grandchildren had been jailed overseas and needed money wired immediately.

"Financial abuse is especially harmful because, for many seniors, recovering from a large financial loss can be almost impossible," District Attorney Lacey said. "Through this program, we aim to stop financial abuse by arming seniors with the knowledge necessary to avoid predators."

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#### **About the Los Angeles County District Attorney's Office**

Los Angeles County District Attorney Jackie Lacey leads the largest local prosecutorial office in the nation. Her staff of nearly 1,000 attorneys, 300 investigators and 800 support staff members is dedicated to seeking justice for victims of crime and enhancing public safety. Annually, the [Los Angeles County District Attorney's Office](#) prosecutes more than 60,000 felonies and 140,000 misdemeanor crimes.