

For Immediate Release

Apache Junction Active Adult Center

Apache Junction, AZ : “Beat The Heat” Summer Campaign

Apache Junction Active Adult Center of East Valley Senior Services, Inc. and The City of Apache Junction are teaming up to provide much needed resources to community older adults this summer season. The summer months are a difficult time for many older adults. The extreme heat creates a hardship...physically...financially...emotionally. For many older adults, it is a time of choices...Often a choice between the cost of cooling their home, and other life necessities. Many will be forced to choose between groceries or medications over their own physical needs.

Sadly, each year there are record accounts of older adults suffering severe health casualties such as dehydration, and even death from the valley sun. This is difficult to hear, but unfortunately a harsh reality for many in need.

As an advocate for “at risk” older adults, East Valley Senior Services (EVSS) strives to meet these vital needs. The City of Apache Junction shares the passion for providing resources for their residents – generously matching donations *Dollar for Dollar*. This will mark the second year of the now annual “Beat The Heat” summer campaign established to provide assistance to older adults with much needed resources for assistance with the cost of utilities, medications, and groceries. Those receiving assistance will also be provided with a nutritious meal and “Summer Survival Kit” delivered to their home.

Take this opportunity to share the concern...the passion...the resources...to give your community elders the quality of life they deserve. Save a person in need from the difficult dilemma of making the choice. You may assist in making a difference by contacting East Valley Senior Services, Inc. at 480-964-9014 or by visiting our website at www.evseniorservices.org and click on the “Donate Now” button, and choosing “Beat The Heat” campaign option.
