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(Washington, DC-November 22, 2011)- The National Adult Protective Services Association (NAPSA) has joined with Western Union to warn older persons not to fall victim to common fraud schemes in a message on the CBS "Super Screen" on 42nd Street in the heart of Times Square. The 15 second public service announcement will run hourly, eighteen times a day, from November 22, 2011 through New Year's Day 2012.

The message cautions viewers "don't be fooled," as criminals can wear many disguises. It warns people to confirm emergency situations before sending money and never to send money to pay any fees or taxes in connection with a lottery. The message further advises never to send money to anyone the sender does not personally know.

These warnings address common fraudulent schemes directed at older persons, which include predators alleging to be a grandchild in a dire emergency begging the older adult to wire money immediately. Other scams involve thieves calling to tell the senior he or she has won a lottery but must first wire money to cover alleged fees.

An estimated 1.5 million people a day walk past the Super Screen. The message will be broadcast through the Thanksgiving, Christmas and New Year's holidays. More information about Western Union's anti-fraud programs can be found at www.westernunion.com/stopfraud.

About NAPSA

The National Adult Protective Services Association is a 700 member national organization which represents Adult Protective Services Programs, professionals and clients. NAPSA's mission is to enhance the capacity of APS to effectively serve and protect older persons, and younger adults with disabilities, who are victims of abuse, neglect, self-neglect and financial exploitation. For more information, see www.apsnetwork.org or call Kathleen Quinn at 202-558-4850.

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**For more information: www.apsnetwork.org**
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