

# NEWS RELEASE



## **Lincoln Investment Recognizes World Elder Abuse Awareness Day, June 15, 2025**

**Fort Washington, PA – June 12, 2025** – Created by the International Network for the Prevention of Elder Abuse and the World Health Organization, World Elder Abuse Awareness Day on June 15 provides an opportunity for communities around the world to promote a better understanding of abuse and neglect of older persons by raising awareness. Lincoln Investment champions this cause by providing education and resources for our financial professionals (FPs) to help protect their clients.

“Unfortunately, statistics show that bad actors are finding more ways to manipulate investors out of their life-long savings in billions of dollars every year. One of the best ways to turn the tide is through education – learning about the common scams and tricks that are being used so you recognize the signs when you see them,” said Nancy Heffner, CRCP®, Lincoln Investment Vice President and Deputy Chief Compliance Officer.

We strive to combat growing negative statistics by emphasizing the importance of adding a trusted contact person (TCP). Lincoln has created resources, including videos and flyers, which help FPs talk to clients about the benefits of naming a TCP on their account. A TCP not only helps to identify suspected fraudulent activity but can act as a valuable resource if/when an issue arises.

Additionally, Lincoln provides training to all associated persons on identifying and reporting financial exploitation of senior and vulnerable adult investors.

Contact [compliancedept@lincolninvestment.com](mailto:compliancedept@lincolninvestment.com) for more information.

### **About Lincoln Investment**

With over 56 years of proven industry leadership and experience in delivering investment strategies, Lincoln Investment is a leading broker-dealer. Its network includes about 1,000 financial professionals nationwide. The company serves the diverse financial needs of about 317,000 clients representing \$55 billion in assets. Lincoln was voted one of the Top Workplaces in the Delaware Valley for the 15th consecutive year in 2024. For more information, visit [www.lincolninvestment.com](http://www.lincolninvestment.com) or

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