



# COUNTY OF SAN DIEGO

# NEWS RELEASE

FOR IMMEDIATE RELEASE

June 24, 2004

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Day of Event: (619) 823-9319

## MEDIA ADVISORY

### 2004 COOL ZONE PROGRAM KICK OFF TO AID SENIORS AND THE DISABLED

*County Program Helps the Frail Beat the Summer Heat and High Energy Costs*

- WHO:** Dianne Jacob, Chairwoman of the San Diego County Board of Supervisors  
Jean Shepard, Director, County Health and Human Services Agency  
Yole Whiting, Director, Customer Assistance, SDG&E  
Seniors attending the Cool Zone at the Salvation Army Nutrition Center
- WHAT:** Official kick off for County's Cool Zone program. This event initiates the designation of Cool Zone sites for summer 2004. The program is part of the County of San Diego Health and Human Services Agency, Aging and Independence Services.
- WHEN:** 2 p.m. Friday, June 25 (The event will end by 2:30 p.m)
- WHERE:** Salvation Army Nutrition Center, 1011 Main St., El Cajon.
- WHY:** Senior citizens and the disabled with frail health conditions can suffer greatly from the effects of high summer temperatures, but keeping their homes air-conditioned can be prohibitively expensive for those on fixed incomes.
- Cool Zones include private businesses and other public settings that open their doors to seniors and others, so they can beat the heat, while reducing their individual energy costs, and protecting their health. Best of all, Cool Zones are also great places to meet other people. Everyone deserves to enjoy the summertime, and the Cool Zone program helps make that possible.

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