



COUNTY OF SAN DIEGO

# MEDIA ADVISORY

FOR IMMEDIATE RELEASE

June 21, 2011

**CONTACT:** Denise Nelesen (858) 505-6474  
Day of Event: (619) 823-9319

## **SAN DIEGO COUNTY LAUNCHES SUMMER COOL ZONES**

*Seniors Urged to Enjoy Summertime with Plan to Beat the Heat and Energy Costs*

**WHO:** Supervisor Dianne Jacob, San Diego County Board of Supervisors, District 2  
Pamela B. Smith, Director, San Diego County Health and Human Services  
Agency Aging & Independence Services  
Frank Urtasun, Regional Vice President, SDG&E  
Seniors attending the Cool Zone at the Salvation Army Nutrition Center

**WHAT:** Kickoff for County's Cool Zone program. This event initiates the designation of Cool Zone sites for this summer.

**WHEN:** 11:30 a.m.  
Wednesday, June 22

**WHERE:** The Salvation Army Nutrition Center,  
1011 E. Main St.  
El Cajon

**WHY:** Having air-conditioned settings where seniors and others can congregate to beat the heat not only reduces their individual energy costs, but can protect their health. Cool Zones are also great places to socialize and meet people.

**To locate a Cool Zone, call 1-800-510-2020, or visit:**  
[www.sandiego.networkofcare.org/aging](http://www.sandiego.networkofcare.org/aging) and click the Cool Zone logo located at the bottom of the home page

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