



Cyber Seniors Charity  
**KICK-ASS**  
SENIORS

## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### **Kick-Ass Seniors Launches In Australia To Support Seniors 65+ Impacted By Cybercrime**

Sydney, Australia – JUNE 19, 2024. Kick-Ass Seniors launches as the first charity in Australia created to support seniors 65+ who have been or may become victims of cybercrime.

In 2023 more than 76,000 seniors lost more than \$82 million through online scams. Says founder and CEO of Kick-Ass Seniors, Wahid Siddique, “whether it’s their last \$50 or \$50,000 the impact of this type of financial loss, the sense of humiliation and embarrassment leave our seniors feeling a great sense of shame, this is why we created Kick-Ass Seniors”.

Kick-Ass Senior’s free services will include a Helpline at the time a cybercrime is detected, a First Response call which will see a computer technician conduct a face-to-face call with the client and ongoing support programs including online workshops, community forums, and Kick-Ass App. Our mission is to empower and protect seniors in the digital age through comprehensive technology solutions. We are committed to equipping seniors with the knowledge, tools, and support they need to navigate the digital landscape safely, maintain their independence, and enjoy a secure online experience.

Improving technology skills is a vital part of our seniors capacity to retain connectedness to their loved ones, community and retain a sense of inclusion. Empowering seniors about cybercrime is part of our broader education program and will enable them to use technology in a healthy way with confidence. ###

Find us at [www.kass.org.au](http://www.kass.org.au)

Facebook: [Facebook](#)

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