

## Newsletter article

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### **10th ANNUAL NATIONAL CONSUMER PROTECTION WEEK PROMOTES FINANCIAL LITERACY AS A SOUND INVESTMENT**

[NAME OF YOUR ORGANIZATION] has joined a group of federal, state, and local government agencies and national consumer advocacy organizations to launch the 10th annual National Consumer Protection Week (NCPW), March 2-8, 2008. NCPW highlights consumer education efforts in the fight against fraud in communities across the nation. NCPW 2008's organizers are encouraging people from coast to coast to focus on the financial facts of life. It's a sound investment: Financially savvy consumers are likely to make smarter decisions about managing their money, using credit wisely, and building a solid financial foundation.

Consumers conduct some type of financial transaction requiring an educated decision every day: shopping for a mortgage or auto loan; understanding and reconciling credit card statements and telephone bills; choosing savings and retirement plans; comparing health insurance policies; understanding their credit report and how that affects their ability to get credit and at what cost; or simply deciding how to pay for a purchase. Education is the first line of defense for consumers to manage their money wisely and protect themselves from frauds or rip-offs.

NCPW partner organizations will provide practical – and tactical – tips so consumers can learn how to make well-informed financial decisions, avoid credit scams, and protect their personal information. Consumers can boost their financial IQ at [consumer.gov/ncpw](http://consumer.gov/ncpw). The site features an Outreach Toolkit to help promote NCPW. Look for a sample press release, letter to the editor, poster, proclamation, webpage buttons, and banner ads to publicize NCPW and consumer protection in general. For more information, visit [consumer.gov/ncpw](http://consumer.gov/ncpw).