

## **Sample Press Release**

*(Cut and paste this press release onto your organization's letterhead. Be sure to double-space. If the press release runs more than two pages, consider using a smaller typeface or line-and-one-half spacing, or edit the text. Send to your local media the week before NCPW)*

FOR IMMEDIATE RELEASE: [Insert date]

CONTACT: [Insert name, phone number]

### **[NAME OF YOUR ORGANIZATION] JOINS BROAD COALITION TO SPONSOR 10th ANNUAL NATIONAL CONSUMER PROTECTION WEEK**

[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 encourage people from coast to coast to fortify their financial know-how. Financially savvy consumers are likely to make smarter decisions about managing their money, using credit wisely, and building a solid financial foundation.

According to the Federal Trade Commission (FTC), 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 it affects their ability to get credit and on what terms; or simply deciding how to pay for a purchase.

NCPW partner organizations 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).

National organizers of this year's NCPW are the Federal Trade Commission (FTC), the Federal Citizen's Information Center (FCIC), the U.S. Postal Service (USPS), the U.S. Postal Inspection Service (USPIS), the Federal Communications Commission (FCC), Federal Deposit Insurance Corporation (FDIC), the Comptroller of the Currency, the U.S. Department of the Treasury, the National Association of Consumer Agency Administrators (NACAA), the National Consumers League (NCL), AARP, the Better Business Bureau (BBB), Call for Action, the Consumer Federation of America (CFA), and the National Association of Attorneys General (NAAG).

"[YOUR ORGANIZATION'S NAME] is proud to be a part of this year's National Consumer Protection Week campaign, along with our local consumer community," said [SPOKESPERSON.] "Education is the first line of defense for consumers who want to manage their money wisely and protect themselves from frauds and rip-offs. We encourage all consumers to take advantage of the resources that NCPW features to help them master the financial facts of life."

For more information about NCPW, visit [consumer.gov/ncpw](http://consumer.gov/ncpw).

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