



NATIONAL CONSUMER PROTECTION WEEK

"Consumer of the Year" Contest

As part of National Consumer Protection Week (NCPW) a contest will be held to recognize an individual who serves as a role model and whose experience best illustrates what an individual consumer can achieve. The individual recognized would be a non-professional advocate (a regular person) who has accomplished something outstanding in pursuing his or her own rights as a consumer.

Who may be considered?

Any individual who does not advocate for consumer rights in a professional capacity. Employees of any of the sponsoring organizations and individuals involved in the consumer arena in a formal capacity are disqualified. Contestants should have utilized wise consumer advocacy to address an issue any time between December 1, 1997 and November 30, 1998.

Judging Criteria

In choosing a winner, the following factors will be considered. A consumer need not meet all criteria.

- Did consumer's activities impact upon others?
- Was consumer's problem unique, new, complicated, or novel?
- Can consumer's actions be used as a model for other individuals with a similar problem?
- Was consumer particularly tenacious or creative?
- Did consumer's actions require an unusual amount of courage?
- Did consumer employ resources that are available to the average person?
- Was consumer ultimately successful in resolving his/her problem?
- Did consumer resolve problem largely on his or her own or did he/she rely heavily on outside resources such as government agencies, private attorneys or the media?

Mechanics of the Contest

An individual can nominate himself or herself, or be nominated by others (with permission). Documentation of the circumstances of the advocacy should be submitted along with the completed application.

Contest entry forms may be obtained from: Consumer of the Year Contest, State of New York, Office of the Attorney General, 163 West 125th Street, Room 1324, New York, N.Y. 10027-8201, 212-961-4475, or printed from the web.

All entries must be received by December 4, 1998.

Announcement of winners and prizes

The three finalists will be announced at a national press conference during National Consumer Protection Week (February 1-7, 1999.) The press conference will highlight the achievements of the winners. The winners will be given a plaque as well as cash prizes of \$500 for 1st place, \$200 for 2nd place and \$100 for 3rd place.

"Consumer of the Year" Contest Entry Form

(Please print or type – attach additional sheets as necessary)

Name: _____

Address: _____

Phone: _____

Describe the consumer problem that you experienced.

Describe everything that you did to resolve the problem. Attach copies of all supporting documents or evidence – no originals please (e.g. letters, advertisements, pictures, videos, etc).

In your opinion, what were the results of your action?

When did the activity take place?

Name, address and phone number of primary contact at company or organization involved.

What resources did you use in resolving your complaint (government agency, private attorney, the media, etc)?

Did you spend any money in resolving the problem? Explain.

By providing this information, you are agreeing to have the National Consumer Protection Week Contest Committee publicize your story and contact the companies or organizations involved for additional background information.

The company will be described, but not necessarily named, in the press release announcing the winners.

Signature

This form must be received by December 4, 1998 at "Consumer of the Year" Contest, State of New York Office of the Attorney General, 163 West 125th Street, Room 1324, New York, NY 10027-8201