

NCPW 2003 - Sample Press Release

[Cut and paste this press release onto your organization's letterhead. Be sure to double-space. If the release runs more than two pages, consider using a smaller typeface or line-and-one-half spacing, or judiciously edit the text.]

National Consumer Protection Week 2003 – Information Security: Putting the Pieces Together

FOR IMMEDIATE RELEASE: [Insert date]

CONTACT: [Insert name and telephone number]

[NAME OF YOUR ORGANIZATION] JOINS NATIONAL ORGANIZATIONS TO SPONSOR FIFTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK

The [NAME OF YOUR ORGANIZATION] has joined a group of federal, state and local organizations and national advocacy groups to launch the fifth annual National Consumer Protection Week (NCPW), Feb. 2-8, 2003, to highlight consumer protection and education efforts. This year's theme, "Information Security: Putting the Pieces Together," focuses on practical steps consumers and businesses can take to manage their personal and sensitive information wisely and help minimize its misuse.

"Online safety is the responsibility of everyone who uses a computer, regardless of their age or occupation" said [YOUR COMPANY SPOKESPERSON AND TITLE.] "I encourage everyone to take a look at the security of their personal information, online or off."

The good news is that securing our computers is largely a matter of routine maintenance. For consumers or business people, strong passwords, firewalls and up-to-date anti-virus software can go a long way toward protecting computers, and personal or business information from those who would try to damage a network operation, or worse yet, steal personal information to commit a crime.

During NCPW, representatives from federal, state and local organizations and national advocacy groups will help consumers and the business community understand how information security affects the decisions they make at home and in the marketplace.

Organizers of this year's NCPW are the Federal Trade Commission (FTC), the National Association of Consumer Agency Administrators (NACAA), the National Consumers League (NCL), AARP, the Better Business Bureau (BBB), the Consumer Federation of America (CFA), the U.S. Postal Service (USPS), the U.S. Postal Inspection Service (USPIS), the National Association of Attorneys General (NAAG), and the Federal Consumer Information Center (FCIC).

"[YOUR ORGANIZATION] is proud to be a partner in sharing the message of the fifth annual National Consumer Protection Week campaign," said [YOUR COMPANY SPOKESPERSON AND TITLE.]

"Our goal is to help provide consumers and businesses with important tips to help them manage their personal and sensitive information wisely and minimize its misuse."

All organizations, even those that don't focus on information security issues, are encouraged to participate in this year's NCPW campaign. Employers, for example, can educate their employees with articles in employee publications, postings on their Intranet sites or lunchtime seminars.

For more information about NCPW, visit the NCPW website at www.consumer.gov/ncpw.