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FOR IMMEDIATE RELEASE — February 25, 2009
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Consumer Affairs Division Offers Fraud Prevention Tips **During America Saves Week**

Las Vegas – In recognition of America Saves Week, from February 22 to March 1, 2009, the Nevada Consumer Affairs Division is encouraging Nevadans to protect their savings through fraud prevention.

The goal of America Saves Week is to motivate consumers to save, invest and build wealth. Consumer Affairs reminds Nevadans that wealth also comes from protecting your investments by avoiding fraud.

“Especially in this economic climate, investors of all ages and income levels can – and should – learn how to safeguard their savings from scammers,” said Sharon Jackson, Consumer Affairs Interim Commissioner.

Consumer Affairs offers the following tips to investors to protect themselves from fraud:

- Investigate before you invest. Get all the documentation, and make sure you read the fine print.
 - Take your time. Don't succumb to high-pressure sales and marketing tactics.
 - Do not pay cash or wire money for an investment.
 - If it sounds too good to be true, it probably is.
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- Research the licensing and background of anyone offering investments by contacting the Consumer Affairs at <http://fyiconsumer.org>, the Financial Institutions Division at <http://fid.state.nv.us/>, and the Nevada Secretary of State Securities Division at <http://sos.state.nv.us/securities/general/info.asp>.
- If you've been a victim of fraud, contact Consumer Affairs online at <http://fyiconsumer.org> or by phone at (702) 486-7355 in Las Vegas or (775) 688-1800 in Carson City.

“Call us BEFORE you turn over your hard-earned cash,” said Interim Commissioner Jackson. “No matter how much you’ve saved, even if it’s a small amount, you could still be targeted by con artists. Education is the best way to keep your savings secure.”

Consumers are also encouraged to visit the Fight Fraud Website at <http://fightfraud.nv.gov/>. The site includes extensive tips on how to prevent fraud and provides downloadable complaint forms to help you respond effectively if you become a victim. Visit it regularly for the latest fraud alerts.

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