

## Sample CU press release



### **Who Are You? Identity Thieves Really Want to Know!**

*XXX CU offers essential ID Theft prevention training*

(October, 2007 – XXXXXXXX, NY) - Identity theft can happen to credit union members anytime, anywhere.

That's why XXX CU is participating in a statewide ID theft prevention campaign, *Who Are You? Identity Thieves Really Want to Know!*

The primary goal of this grant-funded, collaborative project of the New York Credit Union Foundation (NYCUF), the New York State Credit Union League (NYSCUL) and CUNA Mutual Group is to advance consumer awareness of ID theft through a statewide educational program.

This campaign explains the frequency and prevalence of ID theft and provides consumer tips, training programs and educational materials to credit union members in an effort to help stem the occurrence.

In addition to video-based and printed informational material, in-person training sessions are being made available to credit union members and the general public.

**[For CUs offering training:** XXX CU is providing an in-person public training session at (time/location).]

Attendees of the sessions, which last 60-90 minutes, will receive handouts on the prevention, protection and remediation of ID theft and cyber crimes.

Topics include:

- what ID theft is, how it occurs and steps to minimize risk
- debit/credit card skimming
- tips for recognizing pretext calling techniques to obtain private information (i.e., social security number)
- ways to protect your computer and learning to safely shop online
- how to avoid Internet scams and frauds such as spamming, spoofing, phishing and pharming
- what to do if you're a victim

"Identity theft is not only devastating financially to the victim, it also has negative effects upon the victim's credit union and all organizations that serve credit unions," said Diane LaVigna-Wixted, NYCUF executive director. "By working together on this initiative, we

present a united front to credit union members and consumers, promote the credit union difference through financial education, and demonstrate the ‘people helping people’ philosophy.”

New York State legislators are supportive of ID theft prevention, and for good reason. In 2005, a total of 17,387 New Yorkers had their identity stolen, according to the Federal Trade Commission (FTC). That’s an average of 48 identity thefts each day, making New York State the eighth-highest ranking state in the nation for ID theft incidence.

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For more information, visit [www.nyscul.org](http://www.nyscul.org) > ID Theft.

