



PRESS RELEASE

Colorado Department of Law
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COLORADO ATTORNEY GENERAL ANNOUNCES CONSUMER PROTECTION INITIATIVE

StopFraudColorado.gov Microsite Will Help Coloradans Avoid and Report Fraud

DENVER—One of the most important missions of the Colorado Attorney General’s Office is protecting Colorado consumers and businesses from dishonest advertising and unscrupulous businesses. Consumer protection issues have long been the most “clicked through” part of the office’s website. So to emphasize its consumer-protection outreach and to meet the demand for timely and credible information on scams and help victims, Attorney General John Suthers today announced the launch of a new microsite, StopFraudColorado.gov. StopFraudColorado.gov makes it easier for Coloradans to learn about common types of fraud, get tips on how to avoid becoming a victim of fraud and streamlines the process for filing fraud reports. By reporting fraud, Coloradans help the office identify patterns of fraudulent behavior and prioritize limited resources to the most egregious cases that involve widespread harm to Colorado consumers and businesses.

“Over the next several months, Coloradans will be introduced to six anthropomorphic animals representing the most common scams we see: identity theft, charity fraud, predatory lending and investment fraud,” said Attorney General Suthers. “As people begin spotting these animals on buses, billboards, websites and TV stations throughout the state, we hope that they will remember stopfraudcolorado.gov whenever they need information about a particular type of fraud or need to report a fraud that has occurred.”

Because charity fraud spikes during the holiday season, the first animal to debut is a boar which asks the question “How do you know your donation is finding the right pockets?” And because identity theft is the fastest-growing crime in the United States - and as many as one in three Coloradans may be an identity theft victim – a chameleon will ask “How do you spot an identity thief?”

The [new consumer protection website](#), and the statewide marketing campaign introducing Coloradans to the site, is being funded out of settlement moneys recovered by the Colorado Attorney General which were earmarked for consumer education and outreach efforts.

[Heinrich Marketing](#) was retained to create and implement the marketing campaign for the Colorado Attorney General Office's consumer protection campaign after its successful work with the Colorado Foreclosure Hotline. The campaign is aimed at increasing awareness of consumers' ability to report incidences of fraud to the Attorney General's Office.

Copies of the first two :15 videos are available for download from youtube.com/stopfraudco.

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