

NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



Brandolyn Thomas Pinkston, Administrator

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Department of Consumer Affairs Launches New Outreach Effort

Columbia, SC--The South Carolina Department of Consumer Affairs has made it easier for consumers to get assistance on-line with its new web-based program, **Ask Consumer Affairs**. This interactive forum provides consumers with the ability to ask important consumer related questions and receive a timely response. Brandolyn Thomas Pinkston, the Department's Administrator said, "The goal is to make receiving helpful information easy and fast." Ms. Pinkston stated that too often consumers do not find consumer protection information until it's too late. Through **Ask Consumer Affairs** effort, the Department continues its commitment to educating and informing South Carolinians, so that they can make good and wise choices in the marketplace.

Department staff initiated a pilot of the **Ask Consumer Affairs** program in late November 2005. Since that time, more than 200 on-line discussions with staff have occurred on topics ranging from mortgage loans, credit, buying cars, scams and how to file a complaint with the Department.

Anna Albers, Director of Web Services said, "This is an effort by the Department to utilize technology to better serve the citizens of South Carolina." She stated that the on-line service is available Monday through Friday – 8:30 A.M.–5:00 P.M. To access this new feature, go to the Department's Website at www.sconsumer.gov click on **LIVE HELP** and a communication specialist will be there to assist you **LIVE**.

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About the South Carolina Department of Consumer Affairs:

Established by the Consumer Protection code in 1974, The South Carolina Department of Consumer Affairs represents the interests of South Carolina Consumers. Our mission is to protect consumers from inequities in the marketplace through advocacy, mediation, enforcement and education. For more information, visit www.state.sc.us/consumer.
