

# NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS

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## FOR IMMEDIATE RELEASE

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### SCDCA Launches Scam Awareness Campaign

COLUMBIA, S.C. – The South Carolina Department of Consumer Affairs (SCDCA) has launched a scam awareness campaign encouraging consumers to be on the lookout for scams this Summer. The campaign includes publication of a new guide, launch of a new scam webpage and corresponding billboard outreach.

“Fraudsters are ever-evolving, using both old-fashioned and new age techniques to perpetrate a successful scam,” said Carri Grube Lybarker, SCDCA Administrator. “Education truly is the best defense to avoid becoming a victim.” SCDCA has published a new guide called “Ditch the Pitch”, providing explanations, red flags, and defense tactics for common scams. “Ditch the Pitch” also includes steps to take if a scammer has your personal or financial information, as well as helpful contact information.

Consumers can call 800-922-1594 to request a FREE copy of this new guide. The publication can also be accessed online through SCDCA’s new webpage. Just click the “Help is Here!” button, located on the right side of the [www.consumer.sc.gov](http://www.consumer.sc.gov) homepage. The new webpage also includes monthly statistics on the most reported scams and more comprehensive scam information.

Rounding out the campaign are SCDCA billboards in the Myrtle Beach area. These billboards include a simplistic design, meant to remind consumers of the ever-present threat of scams, and the availability of SCDCA as a resource for help defending against scams.



Design for SCDCA awareness campaign billboard, to be featured in the Myrtle Beach, S.C. area during July and August of 2015.

For additional information on the latest seasonal scam, see SCDCA’s Hotel Scam Alert:

<http://www.consumer.sc.gov/consumer/PressRelease/Documents/2015/15011.pdf>

To report a scam to SCDCA, visit [www.consumer.sc.gov](http://www.consumer.sc.gov) and click the “Help is Here” button, then click the “Report a Scam” button, or follow the link below:

[http://www.consumer.sc.gov/consumer/IdentityTheft/Documents/SCDCA\\_Scam\\_Report\\_Form-Edited11262014%20v4%20for%20website.pdf](http://www.consumer.sc.gov/consumer/IdentityTheft/Documents/SCDCA_Scam_Report_Form-Edited11262014%20v4%20for%20website.pdf)

SCDCA’s Ditch the Pitch Scam Guide:

[http://www.consumer.sc.gov/consumer/publications/Documents/IDTU/Ditch\\_The\\_Pitch.pdf](http://www.consumer.sc.gov/consumer/publications/Documents/IDTU/Ditch_The_Pitch.pdf)

## About SCDCA

The South Carolina Department of Consumer Affairs aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit [www.consumer.sc.gov](http://www.consumer.sc.gov) or call toll-free, 1-800-922-1594.

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