

Director's Office, 350 Winter St. NE, Room 200, Salem, Oregon 97301-3878

For immediate release:
June 21, 2010

For more information:
Lisa Morawski, 503-947-7897
Diane Childs, 503-947-7423

Department launches public service announcements to help Oregonians avoid scams

(Salem) – With the increased number of scams and unscrupulous sales tactics that have surfaced during this economic downturn, the Oregon Department of Consumer and Business Services is stepping up its efforts to help Oregonians make good investment choices.

The department has created public service announcements – aimed at Oregonians 55 and older – that will be airing on multiple television stations throughout the state in June and July. The PSAs focus on topics such as investing in annuities, investing in exotic products or technologies, and protecting financial assets.

“Education and awareness are a consumer’s first line of defense against investment and financial fraud,” said Cory Streisinger, DCBS director. “We encourage Oregonians to do their homework when making financial decisions, and we’re here to help.”

Each PSA offers the following advice:

- Research the investment product and the salesperson who is offering it.
- Ask questions and know what you are buying.
- If it sounds too good to be true, walk away.

To view the PSAs, click here: <http://www.youtube.com/user/DFCSOutreach>.

The PSA campaign will begin airing in Portland this week and then continue in Medford, Bend, Eugene/Springfield, Pendleton, and portions of the Oregon coast. The production of the spots and the airtime are funded by a grant from the Investor Protection Trust, a nonprofit organization devoted to investor education.

The PSAs are part of an ongoing effort by the department to educate seniors and other investors about avoiding fraud and making good investment decisions. Since the beginning of the year, DCBS has been traveling the state with other agencies to present educational forums designed to help Oregonians outsmart financial fraud and prevent identity theft.

For more information about spotting investment scams and checking out financial professionals, go to www.protectyourmoneyoregon.org. Consumers can also call the department’s Division of Finance and Corporate Securities at 1-866-814-9710 (toll-free).

###

The Division of Finance and Corporate Securities (DFCS) helps ensure that a wide range of financial products and services are available to Oregonians and protects consumers from financial fraud and abuse. It does that by licensing financial institutions and service providers, regulating the sale of securities in Oregon,

investigating complaints and alleged violations of financial-service laws, and providing education and other resources to consumers. For more information, visit www.dfcs.oregon.gov.

The Department of Consumer and Business Services is Oregon's largest business regulatory and consumer protection agency. For more information, visit www.dcbs.oregon.gov.

The "Take Charge. Protect Your Money" PSA campaign is funded by a grant from the Investor Protection Trust (IPT). The IPT is a nonprofit organization devoted to investor education. Since 1993, the IPT has worked with states to provide independent, objective investor education needed by all Americans to make informed investment decisions. For more information, visit www.investorprotection.org.