



Better Business Bureau of Vancouver Island
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News Release

Get Informed During Fraud Prevention Month

VICTORIA, BC – Better Business Bureau (BBB) in partnership with local and national private sector firms, consumer and volunteer groups, government agencies and law enforcement organizations will be educating Canadians during “Fraud Prevention Month” (the month of March) on how to recognize, report and stop fraud.

“Thousands of people become victims of fraud each year in Canada,” says Rosalind Scott, Executive Director of the BBB of Vancouver Island. “With the economy in rough shape people now more than ever need to become educated and familiar with all the different scams that are out there. The BBB’s focus this March will be to provide people with information on the different scams that are impacting residents and businesses on Vancouver Island, to provide some common sense tips to help protect people from becoming victims of fraud, and to connect people with other fraud prevention resources in the community.”

Get Informed! with BBB during *March 2009: Fraud Prevention Month*. Look for helpful BBB tips and information in the following locations:

WHEN	WHAT	WHERE	WHO
Every Monday in March	BBB Fraud Prevention Tips	vi.bbb.org	BBB
March 3/09	Launch of website FraudCast.ca	fraudcast.ca	BBB, Capital One Canada, Fraud Squad TV
March 4/09	Scam Alert (Article)	Senior Living Magazine	Rosalind Scott (BBB)
March 9/09	Fraud Prevention (Presentation)	Royal Oak Rotary Club	Rosalind Scott (BBB)
March 9/09	Smart Finances (Article)	Business Vancouver Island	Rosalind Scott (BBB)
March 25/09	Right or Wrong (Article)	Victoria News	Rosalind Scott (BBB)

For more information on Fraud Prevention visit vi.bbb.org.

-30-

To schedule an interview, please contact:

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About BBB: BBB is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behaviours. Businesses that earn BBB accreditation contractually agree and adhere to the organization’s high standards of ethical business behavior. BBB provides objective advice, free business BBB Reliability Reports™ and educational information of topics affecting marketplace trust. Please visit www.bbb.org for more information about BBB.