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NEWS RELEASE



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Attorney General Gregg Renkes Joins National Organizations to Sponsor Sixth Annual National Consumer Protection Week

(Juneau, AK) –Attorney General Gregg Renkes joined national advocacy organizations and a group of federal, state and local agencies to launch the sixth annual National Consumer Protection Week (NCPW). The week begins Feb. 1 to highlight consumer protection and education efforts around the country. This year's theme, Financial Literacy: Earning a Lifetime of Dividends, focuses on the skills consumers need to make smart decisions in the marketplace and to ensure a solid financial future.

"Financial literacy is an important asset for all consumers," Renkes said. "Every financial decision has some impact on your quality of life, whether you're shopping for groceries, applying for a mortgage, comparing retirement or health insurance plans, or deciding how much of an allowance to give your child. There's a wealth of information available through the Attorney General's Office, and at our Consumer Protection web site for anyone interested in improving their level of financial literacy."

Consumers may call the Attorney General's Office at (907) 269-5100 to request a copy of the "financial literacy" packet created specifically for NCPW. The packet of information includes brochures on advance fee loans, payday lending, credit counseling, credit and borrowing issues, saving strategies and a financial literacy quiz. Brochures from the information packet may also be downloaded from the Attorney General's consumer protection web site at <http://www.law.state.ak.us/consumer>.

During NCPW, representatives from federal, state and local agencies and national advocacy organizations will help consumers of all ages understand how the decisions they make in the marketplace affect their overall fiscal fitness. Locally, representatives from the Attorney General's Office, Alaska Public Interest Research Group, and the Consumer Credit Counseling Center will participate in a radio call-in talk show on KSKA (FM station 91.1) on Sunday, February 1, to discuss predatory lending, debt consolidation and budgeting, auto financing, payday lending, and other credit issues.

"Consumer protection and consumer education go hand in hand," Renkes pointed out. "The best way to avoid being a victim of unfair or deceptive trade practices is by being an informed consumer. For this reason, our office is proud to be a partner in sharing the message of

“financial literacy” during the sixth annual National Consumer Protection Week campaign. Our goal is to provide consumers with information that can help them manage their personal finances and make smart buying choices.”

Organizers of this year’s NCPW are the Federal Trade Commission, the Federal Citizen Information Center, the Federal Communications Commission, the U.S. Postal Service, the U.S. Postal Inspection Service, the National Association of Consumer Agency Administrators, the National Consumers League, AARP, the Better Business Bureau, the Consumer Federation of America, and the National Association of Attorneys General.

For more information about NCPW, visit <http://www.consumer.gov/ncpw>.

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