



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

DCCA News Release

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FOR IMMEDIATE RELEASE: February 29, 2008

DCCA JOINS NATIONAL AND LOCAL ORGANIZATIONS TO SPONSOR 10th ANNUAL CONSUMER PROTECTION WEEK

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) is teaming up with federal, state, and local government agencies, as well as national consumer advocacy organizations to launch the 10th annual National Consumer Protection Week (NCPW), March 2-8, 2008.

In honor of NCPW, the department is partnering with the U.S. Postal Service to host the NCPW Consumer Education Fair on Friday, March 7 from 10:00 a.m. – 2:00 p.m. at the King Kalakaua Building courtyard, 335 Merchant Street. Consumer education specialists will be available to distribute information and materials to anyone who is interested. Participating agencies are:

- The State Department of Commerce and Consumer Affairs
 - Lemon Law Program
 - Investor Education Program
 - Business Action Center
 - Consumer Education Program
- The State Department of Budget and Finance
 - Unclaimed Properties Program
 - HI529 College Savings Program
- U.S. Postal Service
- Internal Revenue Service
- City and County Elderly Affairs Division
- Sage PLUS
- University of Hawai'i Cooperative Extension Service
- Hawai'i Credit Union League

NCPW highlights consumer education efforts in the fight against fraud in communities across the nation.

“Financially savvy consumers are likely to make smarter decisions about managing their money, using credit wisely, and building a solid financial foundation,” said DCCA Education Specialist Jacqueline Choy.

According to the Federal Trade Commission (FTC), consumers conduct or are involved in some type of financial transaction requiring an educated decision every day: shopping for a mortgage or auto loan; understanding and reconciling credit card statements and telephone bills; choosing savings and retirement plans; comparing health insurance policies; understanding their credit report and how it affects their ability to get credit and on what terms; and simply deciding how to pay for a purchase.

NCPW partner organizations provide practical – and tactical – tips so consumers can learn how to make well-informed financial decisions, avoid credit scams, and protect their personal information.

"DCCA is proud to be a part of this year's National Consumer Protection Week campaign," said DCCA Director Lawrence Reifurth. "We encourage all consumers to take advantage of the free educational resources that will be offered at the consumer education fair, which can help people to make smarter financial decisions."

National organizers of this year's NCPW are the Federal Trade Commission (FTC), the Federal Citizen's Information Center (FCIC), the U.S. Postal Service (USPS), the U.S. Postal Inspection Service (USPIS), the Federal Communications Commission (FCC), Federal Deposit Insurance Corporation (FDIC), the Comptroller of the Currency, the U.S. Department of the Treasury, the National Association of Consumer Agency Administrators (NACAA), the National Consumers League (NCL), AARP, the Better Business Bureau (BBB), Call for Action, the Consumer Federation of America (CFA), and the National Association of Attorneys General (NAAG).

For more information about NCPW, visit www.consumer.gov/ncpw.

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