



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
Office of the Director

## DCCA News Release

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GOVERNOR

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**DCCA JOINS NATIONAL AND LOCAL ORGANIZATIONS TO SPONSOR  
NINTH ANNUAL CONSUMER PROTECTION WEEK  
Consumer Education Fair Set for February 5**

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) has joined a group of federal, state, and local government agencies and national consumer advocacy organizations to launch the ninth annual National Consumer Protection Week (NCPW), February 4-10, 2007.

The department is partnering with the U.S. Postal Service and other local agencies to host the NCPW Consumer Education Fair on Monday, February 5, 2007 at the King Kalakaua Building courtyard, 335 Merchant Street from 11:00 a.m. to 2:00 p.m. Consumer education specialists will be available to distribute information and materials to consumers. Participating agencies are:

- The Department of Commerce and Consumer Affairs
- U.S. Postal Service
- Executive Office on Aging/Sage Watch
- City and County Elderly Affairs Division
- Sage PLUS
- Honolulu Police Department

NCPW helps consumers by highlighting current consumer protection and education efforts in the fight against fraud across the nation. This year, NCPW's national organizers encourage everyone to *read up and reach out to be an informed consumer*. By gathering and sharing information, consumers – and their friends and families – can be more confident, savvy, and safe in the marketplace.

NCPW partner organizations provide practical – and tactical – tips so consumers can learn and tell others how to make well-informed purchase decisions, avoid scams, protect their personal information, and file a complaint if they're not satisfied. Consumers can read up and boost their marketplace IQ at [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw).

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).

"Consumers are our most important partners in fighting fraud. Informed consumers are better able recognize when scam artists are trying to rip them off," said DCCA Director Mark Recktenwald. "We hope people will take advantage of our free consumer education fair, to learn more about avoiding fraud in the marketplace."

Detailed information about NCPW may be found at [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw).

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