



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
Office of the Director

## DCCA News Release

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### **DCCA JOINS NATIONAL ORGANIZATIONS TO SPONSOR EIGHTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK**

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 eighth annual National Consumer Protection Week (NCPW), February 5 -11, 2006.

NCPW helps consumers by highlighting current consumer protection and education efforts in the fight against fraud across the nation. According to the Federal Trade Commission, nearly 25 million Americans – 11.2 percent of the adult population – experience consumer fraud each year. Hawaii ranks fifth in the nation for consumer fraud complaints.

NCPW partner organizations will direct consumers to [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw), where they can boost their marketplace knowledge by taking online quizzes.

“Consumer awareness is the name of the game,” says DCCA Director Mark Recktenwald. “Whether you’re investing in a business opportunity, making online purchases, looking for a home loan, or a great deal on a dream vacation, it pays to know how to spot a scam.”

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), 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).

“The department is proud to share the message of this year’s National Consumer Protection Week campaign,” said Recktenwald. “We must give local consumers the tools they need to recognize and avoid fraud and deception in the marketplace.”

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