**[Agency Heading]**

Press Release

**FOR IMMEDIATE RELEASE** [website]

[DATE] **Media Inquiries:** [email address]

**Announcing National Slam the Scam Day**

A Joint Effort to Protect Consumers from Scams

On **March 6, 2025**, federal, state, and local government, non-profit organizations, and private companies are joining forces to help protect consumers from scams. Over the years, scams have grown and evolved in scale and sophistication.

The [Federal Trade Commission](https://www.ftc.gov/news-events/news/press-releases/2024/02/nationwide-fraud-losses-top-10-billion-2023-ftc-steps-efforts-protect-public) reported that consumers lost over $10 billion to scams in 2023. Consumers lost more than $4.6 billion to investment scams and almost $2.7 billion to imposter scams.

Everyone is vulnerable. Scammers target individuals, businesses, and even government agencies to attempt to steal money or personal information. They **pretend** to be from a well-known business or organization. Scammers try many ways to **lure** people, such as offering a **prize**, claiming they can get you more **money** or new benefit, and even that someone you love is in **danger**. They **pressure** you to act quickly. Most alarming, scammers tell you to **pay** using currency that is hard to trace, such as cryptocurrency, gift card, prepaid debit card, wire transfer, cash, or even gold bars. They might even say they are helping to keep your money safe.

## **[Leadership Quote]**

Follow **#SlamTheScam** posts on social media and share them with your loved ones and your community. Stay skeptical about unexpected contact from businesses or organizations. Hang up or delete suspicious messages. Do not click on links. Report scams to the [Federal Trade Commission (reportfraud.ftc.gov)](https://reportfraud.ftc.gov/). Visit [ftc.gov/scams](https://consumer.ftc.gov/scams) to stay up to date on the latest scams and the tactics scammers use.

[Optional: list press conferences or describe outreach efforts or initiatives to protect consumers]