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FOR IMMEDIATE RELEASE

McGruff the Crime Dog Keeps a Tight Leash on His Money, Do You?

NCPC and the FINRA Investor Education Foundation Release New Fraud Prevention Videos for Crime Prevention Month (October)

ARLINGTON, VA—October 16, 2014— McGruff the Crime Dog is about to “Take A Bite Out Of Crime,” specifically financial and investment fraud. Researchers estimate that consumer financial fraud cost Americans over \$50 billion a year. In addition, a survey by the FINRA Investor Education Foundation of U.S. adults age 40 and older found that more than 80 percent of respondents have been solicited to participate in a potentially fraudulent scheme, and over 40 percent of those surveyed could not identify classic red flags of fraud.

“Perpetrators often target pre-retirees, retired citizens and other vulnerable adults—but when it comes to fraud, all consumers are potentially at risk,” said Gerri Walsh, President of the FINRA Foundation.

The National Crime Prevention Council, home to McGruff the Crime Dog, and the FINRA Investor Education Foundation have partnered to develop new fraud prevention videos and PSAs that teach consumers to spot and avoid the red flags of fraud. These new tools will launch October 2014.

Since 1984, October has been designated as Crime Prevention Month for the National Crime Prevention Council (NCPC). To mark Crime Prevention Month 2014, NCPC and the FINRA Foundation are launching this video series to highlight the red flags of fraud—five persuasion tactics identified through FINRA Foundation-funded research as the most powerful and frequently used techniques by criminals to get people to invest in fraudulent schemes.

Perpetrated through a wide variety of activities from fake lotteries and identity theft to complex Ponzi schemes, financial and investment fraud can take many forms. The videos bring to life these persuasive tactics so consumers can see first-hand how scammers operate. Each video

leaves the viewer with the message to “know the red flags of fraud” before they invest their hard-earned money.

“The videos are the newest tools produced out of the NCPC-FINRA Foundation partnership,” said Ann M. Harkins, NCPC’s President and CEO. “Since 2013, we have collaborated to train and provide resources to Crime Prevention Associations across the country, so that they are better equipped to address investment fraud in their communities.”

View the videos on YouTube at (<http://youtu.be/NloCS4TpYh0>). For more information, visit <http://www.multivu.com/players/English/7195831-ncpc-finra-prevent-investment-fraud>. To schedule an interview, please contact Michelle Boykins at 202-261-4184 (mboykins@ncpc.org).

About FINRA Investor Education Foundation

The mission of the FINRA Investor Education Foundation is to provide underserved Americans with the knowledge, skills, and tools necessary for financial success throughout life. The Foundation provides high-quality, easily accessible information and tools to help investors better understand the markets and the basic principles of saving and investing. SaveAndInvest.org, a FINRA Foundation website, offers easy-to-use tools and information to help investors make sound financial decisions and protect themselves from investment fraud.

About the National Crime Prevention Council

The National Crime Prevention Council is the nonprofit leader in crime prevention. For more than 30 years, our symbol of safety, McGruff the Crime Dog[®], has delivered easy-to-use crime prevention tips that protect what matters most—you, your family, and your community. Since 1982, NCPC has continuously provided the American public with comprehensive educational materials, training programs, and effective crime prevention messaging, delivered in large part through its vast network of more than 4,600 state and local law enforcement agencies, crime prevention associations, community groups, foundations, and corporate partners. For more information on how NCPC can be a public safety expert for you or how to “Take A Bite Out of Crime[®],” visit www.ncpc.org.

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