

For immediate release

(Date)

Contact: Name
(Phone)
(email)

Local Bank Supports Efforts to Stop Identity Theft

(CITY) – _____ (Bank) of _____
(City) has announced a major initiative to warn Georgians about the fastest growing consumer crime in the nation: Identity Theft.

The Federal Trade Commission reported 9.9 million people were victims of identity thieves last year and the cost to consumers was estimated at \$5 billion. However, consumers can take some simple steps to minimize their risk of becoming an identity theft victim. The bank joins the 358 other members of the Georgia Bankers Association in this statewide educational effort.

_____ (Banker) _____ (Title) of the bank said, “The purpose of our STOP I.T! public awareness campaign is to share information with consumers so they will understand how easy it is to fall prey to identity thieves. Armed with this useful information, we hope consumers will take action to join with us in this effort.”

Some of the steps consumers can take to avoid becoming a victim of identity thieves are: regularly checking bank statements and asking about items you do not understand; being careful not to carry your social security card or other documents containing personal identifying numbers in your wallet or purse; making sure your driver’s license number is not the same as your social security number; and regularly getting a copy of your credit report and checking it for unusual or unexpected items.

“We have helpful brochures that give more tips for people to avoid becoming victims, and these brochures are available at (any of our locations),” said (Banker). “We are also available to make presentations to civic clubs, schools, churches or other organizations. Identity theft can happen to anyone at any time. Let us help; we’re all in this together,” concluded (Banker).

(Paragraph about your bank)

Founded in 1892, The Georgia Bankers Association is the trade and professional association representing 358 banks and thrift institutions with operations in Georgia. Along with Attorney General Thurbert Baker, the GBA is a founding member of the Georgia Stop Identity Theft Network, a public/private partnership that brings together federal, state and local officials with representatives of businesses and financial institutions in an effort to stop identity theft in Georgia.

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