**Instructions for using this template press release:**

* **Delete box bracket and replace text with local information.**
* **Include the relevant quotes for local Citizens Advice/Trading Standards.**
* **Include the relevant contact details at the bottom of the press release, for local Citizens Advice/Trading Standards**
* **It’s a good idea to send this out 7-10 days ahead of your event**
* **Delete these instructions**

**For immediate release**

**Scammers’ tricks of the trade to be exposed by Citizens Advice [insert name]**

Citizens Advice **[insert name]** and Trading Standards are joining forces to give people in **[insert area]** the knowledge to spot scams.

The two organisations will be running an **[insert activity -eg event, workshop]** on **[insert date]** as part of Scams Awareness Month, a national campaign encouraging people to report and talk about scams.

Scammers can strike at any time, from cold-calling people with a fake investment opportunity to posting online adverts for products which don’t exist.

[Insert details of what people will learn at the event, such as: **People will learn the tricks and tactics scammers use to try and steal people’s money, such as making contact out of the blue and piling pressure on people to agree to a deal on the spot.]**

The event also aims to get more people reporting scams so the authorities can chase down fraudsters. Reporting being scammed also means that people can receive advice on how to try and get their money back or any other steps they should take to protect themselves.

The event will take place at **[insert address and time]**.

**[Insert name], Chief Executive of Citizens Advice [insert name], said:**

“Knowing how to spot a scam is the best line of defence against being scammed.

“While scammers will always use tactics like cut-price deals and pressure selling to draw people in, there are more ways for scammers to reach people with different bogus offers - from texts and emails to social media and online adverts. People will be able to take away a few key tips from the event which will help protect them against a of range of different scams.

“People are also often reluctant to talk about scams so we want this event to bring the issue out into the open and look forward to seeing as many people as possible there.”

**[Insert name and position]** of Trading Standards said:

**-ends-**

For more information contact:

**[Insert contact details]**

1. Scams Awareness Month is run by the Consumer Protection Partnership. Formed in April 2012, the CPP brings together key partners within the consumer landscape to better identify, prioritise and coordinate collective action to tackle detriment more effectively than they could through working in isolation.