**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**

**Citizens Advice [insert name] helps people get clued up on spotting scams**

[Citizens Advice **[insert name]** is] OR [Citizens Advice **[insert name]** andTrading Standards are] holding an event to help people know when they’ve been targeted with a scam.

The event is part of Scams Awareness Month in June, a national campaign encouraging people to report and talk about scams.

People will learn about the common signs of a scam, such as receiving an offer that sounds too good to be true or being told to pay an advance fee for an item or service.

Attendees will also be encouraged to report scams so that the police can take action and they can get advice on how to try and get their money back.

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

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

“‘Don’t miss a trick, be scams aware’ is our message to people.

“While there might be new scams cropping up all the time, the tactics of scammers remain the same. From getting contacted out of the blue to being pressured to sign up to a deal on the spot, our event will reveal the tell-tale signs of a scam that people need to keep an eye out for.

“While all of us can have the bad luck of being targeted with a scam, we hope this event will stop more scammers from running off with people’s money.”

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

**[Insert quote]**

If people are in doubt about whether or not an offer is genuine, they should contact the Citizens Advice [consumer service](https://www.citizensadvice.org.uk/consumer/get-more-help/if-you-need-more-help-about-a-consumer-issue/) or their local Citizens Advice.

If people have been scammed they should report it to [Action Fraud](https://www.actionfraud.police.uk/contact-us).

**-ends-**

For more information contact:

**[Insert contact details]**

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.