



FOR IMMEDIATE RELEASE
July 17, 2013

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MILITARY SAVES, PARTNERS TO KICK OFF FIRST MILITARY CONSUMER PROTECTION DAY JULY 17

Military Saves is teaming up with government agencies and organizations to mark the first Military Consumer Protection Day (MCPD) on July 17 and kick off a year-round campaign to empower military servicemembers and their families with resources to deal with managing money, protecting personal information, and avoiding scams.

Military Saves joins the FTC, Department of Defense, and Consumer Financial Protection Bureau in leading this effort. Two dozen other federal and state agencies, consumer advocates, and industry groups also are partners.

“Because of their steady income, highly mobile lifestyle, and the fact that they are held to higher standards of debt repayment under the Uniform Code of Military Justice, servicemembers can fall prey to a variety of scams including identity theft, telemarketing, and phishing,” said Nancy Register, Director of America Saves, which includes Military Saves. “Military Consumer Protection Day calls attention to these types of scams and empowers military servicemembers and their families to take action to proactively protect themselves and their finances.”

Commanders, personal finance managers, military members, veterans, community leaders, and others can visit www.military.ncpw.gov to download or order copies of materials from Military Consumer Protection Day partners, put together a customizable tool kit for outreach events throughout the year, subscribe to the blog, and learn more about how to get involved.

Military Saves, a component of America Saves and a partner in the Department of Defense’s Financial Readiness Campaign, is a non-profit research-based social marketing campaign to motivate, support, and encourage military families to save money and build wealth. Military Saves encourages all servicemembers, their families, and civilian employees to take the Military Saves pledge and for organizations to promote savings year-round and during Military Saves Week. Learn more at militarysaves.org.