



Sample Press Release

FRAUD AND SENIOR CITIZENS

DATE, TOWN, STATE – Banks across the state have joined an effort to educate and help protect seniors and vulnerable citizens from being victims of fraud.

Financial exploitation of seniors and vulnerable citizens in Minnesota is increasing. ***(INSERT NAME OF BANK)*** has joined the effort to help educate and protect this growing segment of our population. Joe Witt, President/CEO of the Minnesota Bankers Association explained, “The first step in combating fraud is to educate potential victims on the different types of fraud and what they can do to protect themselves.”

While there is no single, unique identifying characteristic of financial exploitation, there are common red flags that may cause concern. This could include bank activity that is inconsistent with the elder’s past practice or physical abilities, such as the first use of an ATM or debit card at several distant locations by a person who is homebound.

By recognizing and reporting suspected financial exploitation, we help to keep our customers and our community safe. For more information on senior fraud contact your local adult protection services.