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## COLORADO ATTORNEY GENERAL ANNOUNCES CONSUMER PROTECTION INITIATIVE

### StopFraudColorado.gov Website Will Help Coloradans Recognize and Report Fraud



Colorado Attorney General  
John Suthers

DENVER—One of the most important missions of the Colorado Attorney General's Office is protecting Colorado consumers and businesses from dishonest advertising and unscrupulous behavior. Attorney General John Suthers announced the launch of a new microsite, [StopFraudColorado.gov](http://StopFraudColorado.gov), to help inform Coloradans about common types of fraud, offer advice on how to avoid becoming a victim, and to make it easier for consumers to file reports of fraud. Those reports enable the office to identify patterns of fraudulent behavior and to prioritize our resources to the most egregious cases involving widespread harm to Colorado consumers and businesses.

"Over the next several months, Coloradans will be introduced to six anthropomorphic animals representing the most common scams we see: identity theft, charity fraud, predatory lending and investment fraud," said Attorney General Suthers. "As people begin spotting these animals on buses, billboards, websites and TV stations throughout the state, we hope that they will remember [StopFraudColorado.gov](http://StopFraudColorado.gov) whenever they need information about a particular type of fraud or need to report a fraud that has occurred."

Because charity fraud spikes during the holiday season, the first animal to debut is a boar which asks the question "How do you know your donation is finding the right pockets?" Since identity theft is the fastest-growing crime in the United States - and as many as one in three Coloradans may be an identity theft victim - a chameleon will ask "How do you spot an identity thief?"

The new consumer protection website, and the statewide marketing campaign introducing Coloradans to the site, is being funded out of settlement moneys recovered by the Colorado Attorney General. Some of those moneys were earmarked specifically for consumer education and outreach efforts.

If you have been victimized by a scam or wish to report suspicious activity, please [file a report here](#). To speak with a representative call 1-800-222-4444.



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