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## **Attorney General Announces New Mexico Theme for National Consumer Protection Week: “Be an Informed Consumer”**

*Albuquerque, NM* – Today, Attorney General Hector Balderas announced that New Mexico’s theme for National Consumer Protection Week, March 6<sup>th</sup> -12<sup>th</sup>, is “Be an Informed Consumer.” Anyone can fall victim to fraud and scams, and even legitimate businesses can provide incomplete contractual information, omit important details or present misleading advertising. Being an informed consumer is your best defense to protect yourself and your family. Scammers are constantly looking for new ways to take advantage of New Mexicans, and that is why the Office of the Attorney General is focused on informing and educating consumers.

“An informed consumer can protect their family from scams, fraud and predatory business practices,” said Attorney General Balderas. “Each day this week, the Consumer Protection Division of the Office of the Attorney General will highlight a different topic to help educate New Mexicans so they can become informed consumers.”

Consumers don’t make mistakes because they’re doing something wrong. In fact, 1 in 10 people will fall for a scam in their lifetime, and Americans lose \$8.6 billion to phone scams each year. Everyone has a friend, neighbor or family member that has been confronted by fraud or a scam. It usually happens because they simply don’t have access to all of the information. The Office of the Attorney General works to ensure New Mexicans have the most up to date information to protect themselves from scams, fraud and predatory business practices.

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