



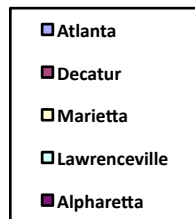
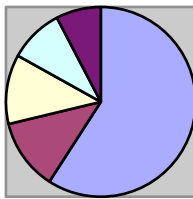
Project SAFE **Identity Theft Campaign** – From **Victims** to **Victors** Campaign Overview

Identity theft is the fastest-growing crime in the United States. In fact, every three seconds someone else becomes a new victim of identity theft. Every three seconds! That’s more than eight million people each year at a total cost of \$57 billion per year to individuals and businesses. Other costs, including the emotional ones and hours lost trying to restore your finances are incalculable.

Today’s identity thieves have become more and more adept at staying a step ahead of consumers and the law. In fact, most of us have either been a victim or know someone who has been a victim of identity theft. Identity theft is all around us.

Georgia ranks among the top seven states in the nation in terms of identity theft – fueled in large part by the spiraling rates of this crime here in Atlanta.

Top Georgia Identity Theft Victim Locations



Based on location data for 2002.

That’s why the Atlanta Victim Assistance with the support of the Department of Justice has launched Project Safe – a first of its kind coalition of public and private organizations committed to arming Atlantans with the information, tools and resources needed to combat identity theft and protect them from becoming victims.

The centerpiece of the new initiative is a public service advertisement campaign set to launch this summer that encourages metro Atlanta residents to fight back against identity theft.

The focus of the “Fight Identity Theft” public awareness campaign is a series of real-life identity theft victims – armed with boxing gloves – who will be featured in posters and other promotional materials because they have taken action and have emerged as victors. (Although AVA condemns violence, the imagery potently symbolizes the need for consumers to proactively “defend” themselves against identity theft in a non-aggressive way.)





Page two – AVA Project SAFE Campaign Overview

“AVA has long been committed to being a one-stop shop resource for victims of identity theft here in the city,” said Brenda Muhammad, executive director of AVA which is marking its 25th anniversary this year. “But we can do so much more by working together with other key Atlanta organizations and sending out a call to arms to the entire Atlanta community to really take on identity theft.”

The Project SAFE partnership includes a wide-range of organizations across multiple sectors including the AARP, Atlanta City Council, Atlanta Police Department, The Atlanta Urban League, Consumer Credit Counseling Services, Fulton Atlanta Community Action Authority, Georgia Department of Human Resources, Georgia Watch, the Governor’s Office of Consumer Affairs, Hadassah of Atlanta, MARTA, Representative Rob Teilheit, Swing! Magazine and WSB-AM.

AVA and its partners will launch the PSA awareness campaign this summer.

For more information on how to join Project SAFE or if you've been a victim of identity theft call AVA at 404-588-4753 or visit our web page at www.atlantava.org/projectsafe

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