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Online Scam-Tracking Map Allows Consumers to Report and Monitor Fraud Schemes

AARP Fraud Watch Network's Interactive Tool Provides Location-Based Scam Alerts

WASHINGTON, D.C. — With more than a million cases of fraud being reported to the government annually, the AARP Fraud Watch Network has launched an online Scam-Tracking Map, allowing consumers nationwide to report instances of fraud schemes, by way of sharing the information with others in their community who may become targeted. The free interactive tool also includes alerts from law enforcement and other public agencies, listed state-by-state.

The **Fraud Watch Network** is encouraging those who have been targeted or victimized by a scam to access the map web page, where they can easily post a brief description of the scam. The **Scam-Tracking Map**, powered by Google Maps, features location-based functionality, allowing users with one click to view current scam alerts posted by residents of their own community.

Users also may search for different types of scams via a keyword search function. A pull-down menu displays the latest police and public safety notices, state by state.

"Scammers have demonstrated that they are highly adept at developing creative identity theft schemes, imposter scams and other types of fraud," said Nancy LeaMond, Chief Advocacy & Engagement Officer, AARP. "The Scam-Tracking Map will help people recognize these insidious schemes wherever they encounter them - via email, telephone or a knock at your door."

The Federal Trade Commission reports that it received 1.2 million fraud complaints during 2015, with consumers losing more than \$765 million to the con artists.

The Scam-Tracking Map is being promoted via an advertising campaign which features an online video.

The **AARP Fraud Watch Network** was launched in 2013 as a free resource for people of all ages. The website provides information about fraud and scams, prevention tips from experts, fun educational quizzes, and video presentations featuring Fraud Watch Network Ambassador **Frank Abagnale**. Users may sign up for "Watchdog Alert" emails that deliver breaking scam information, or call a free helpline at 877-908-3360 to speak with trained volunteers.

About AARP AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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Additional assets available online: **Photos (1)**