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People's United Bank Teams with AARP to Raise Awareness of Consumer Scams

Resources Offered in Bank Branches and Online will Teach Customers How to Recognize Identity-Theft Schemes

WASHINGTON, DC—A unique educational collaboration was announced today between the AARP Fraud Watch Network and People's United Bank, N.A., with the goal of better protecting consumers in the northeast against fraud and scams.

The campaign involves a significant [Fraud Watch Network](#) presence in People's United Bank branches in Maine, New Hampshire, Vermont, Connecticut, Massachusetts and New York, along with digital assets distributed via the bank's website, [peoples.com](#).

"AARP's Fraud Watch Network has helped thousands of consumers avoid identity theft and common fraud schemes such as the IRS imposter scam, tech support imposters, and the grandparents scam," said AARP Executive Vice President and Chief Advocacy and Engagement Officer Nancy LeaMond. "Our new collaboration with People's United Bank will extend this outreach effort to the grassroots level – reaching consumers where they conduct financial transactions, in person and online."

The initial phase of the extensive fraud education outreach campaign includes:

- Placement of Fraud Watch Network materials and messaging in 400 People's United Bank branches located in Maine, New Hampshire, Vermont, Connecticut, Massachusetts and New York. Included is a co-branded version of the FWN's popular [Watchdog Alert Handbook](#).
- Interactive kiosks, preloaded with a special AARP/People's United Bank app, which will be located in eight strategic bank branch locations, such as Boylston Street in Boston and Park Avenue in New York.
- Promotion of -- and a direct link to -- the [Fraud Watch Network website](#) from the People's United Bank website.
- In addition to current People's United Bank employee training regarding fraud and financial exploitation, bank employees will be provided Fraud Watch Network training to keep them abreast of the latest scams in their communities.

"People's United Bank has actively collaborated with law enforcement and other community partners for over 20 years in an effort to help residents, particularly older adults, avoid financial exploitation," said Jack Barnes, President and CEO, People's United Bank. "This initiative with AARP delivers the Fraud Watch Network directly to our customers and other consumers, further protecting them from identity theft and scams. We are proud that our online network and bank employees will play an important role in continuing to elevate security awareness."

During a second phase of the joint consumer fraud campaign in 2017, Fraud Watch Network messaging will be displayed on People's United Bank's ATM machines located across the six states. This effort will be supplemented with direct mail and billboard advertising in select states. AARP state offices and Peoples United Bank branches also plan to present joint community education programs.

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, an interactive [Scam-Tracking Map](#), fun educational quizzes, and video presentations featuring renowned security expert [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.

Additionally, AARP's Public Policy Institute has launched [BankSafe](#), an initiative that empowers financial institutions to protect consumers from financial exploitation and keep retirement savings safe.

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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.

About People's United Bank

People's United Bank, N.A., is a subsidiary of People's United Financial, Inc. (NASDAQ: PBCT), a diversified financial services company with over \$40 billion in assets. People's United Bank, founded in 1842, is a premier, community-based, regional bank in the Northeast offering commercial and retail banking, as well as wealth management services through a network of approximately 400 retail locations in Connecticut, New York, Massachusetts, Vermont, New Hampshire and Maine.

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