NEWS RELEASE
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Attorney General's Consumer Protection Division to Participate in National Consumer Protection Week

PIERRE, S.D. – Attorney General Marty Jackley's Consumer Protection Division will join with federal, state, and local government agencies and national organizations to celebrate the 14th annual National Consumer Protection Week (NCPW) coming March 4-10, 2012. During NCPW, groups nationwide share tips and information that help consumers protect their privacy, manage money and debt, avoid identity theft, and avoid frauds and scams.

"The Attorney General's Consumer Protection Division plays a vital role in the enforcement of laws that protect consumers and provide mediation services to help resolve complaints involving companies, services and business practices," said Jackley. "This week reiterates the importance of all consumer organizations working together to ensure that consumers are being protected and that victims numbers are being reduced."

In 2011, the Attorney General's Consumer Protection Division recovered $3,289,944 for South Dakota consumers. The Division fielded 17,655 calls with an additional 4,746 helpline inquires/requests.

Go to www.ncpw.gov to read, view, download and order multiple copies of educational materials provided by over NCPW partners, check out a calendar of events nationwide, and find out how you can host an event. The website's blog features posts from consumer experts nationwide, and allows consumers to connect directly with them about a variety of consumer protection resources.

Any consumer that has a complaint about goods or services, or has questions about possible scams or violations of consumer protections laws are encouraged to contact the Attorney General's Consumer Protection Division at 1-800-300-1986 or at consumerhelp@state.sd.us.

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