



*WHEREAS, Colorado protecting consumers against unscrupulous actors is of paramount importance to individual citizens and businesses who play by the rules of fair and honest treatment of the customers; and*

*WHEREAS, Colorado's growing population provides an ever-increasing number of opportunities for unscrupulous actors to target Coloradans with fraudulent schemes to exploit and victimize consumers; and*

*WHEREAS, unfair and deceptive schemes lead to the victimization and financial exploitation of Coloradans, impacting not only individuals and families, but causing harm to communities as a whole throughout Colorado; and*

*WHEREAS, financial exploitation is considered to be the most common form of elder abuse, causing untold financial, physical, and emotional harm to older Coloradans; and*

*WHEREAS, Colorado consumers filed 7,682 fraud complaints with the Colorado Attorney General's Stop Fraud Colorado system in 2018; and*

*WHEREAS, Colorado consumers filed 37,686 fraud complaints with the Federal Trade Commission in 2018, which ranked 12th in the nation, and 6,151 identity theft complaints, ranking 17th in the nation; and*

*WHEREAS, losses from consumer frauds were reported to be nearly \$1.5 billion in 2018, affecting every age group in the nation; and*

*WHEREAS, the Colorado Department of Law ("DOL") is dedicated to protecting Colorado consumers and maintaining a fair and competitive business environment by enforcing state and federal consumer protection laws, and engaging in statewide consumer education and outreach programs; and*

*WHEREAS, Colorado Consumer Protection Month will provide a cohesive statewide platform so that Colorado law enforcement, regulatory entities, and non-profit programs, and private sector partners may work together to provide consumer protection-related support to individuals, families, and communities in Colorado; and*

*WHEREAS, Colorado Consumer Protection Month will further enhance DOL's fraud prevention efforts and reinforce DOL's commitment to protecting consumers;*

*Therefore, I, Jared Polis, Governor of the State of Colorado, hereby proclaim November 2019 as,*

**COLORADO CONSUMER PROTECTION MONTH**

*in the State of Colorado.*

*GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of November, 2019*



*Jared Polis*  
Jared Polis  
Governor