



## Proclamation

*WHEREAS, Colorado's growing population provides an ever-increasing number of opportunities for unscrupulous actors who target Coloradans as well as their families and communities with adept, practiced, and profitable fraud schemes to exploit and victimize consumers; and*

*WHEREAS, financial exploitation is the most common form of elder abuse, causing financial harm that is estimated to be in the billions of dollars annually; and*

*WHEREAS, Colorado is currently ranked 19th for fraud complaints and 13th for identity theft complaints among the nation, as reported by the Consumer Sentinel Network in March 2018; and*

*WHEREAS, the Colorado Department of Law (DOL) is dedicated to protecting Colorado consumers and businesses from fraud by upholding state and federal consumer protection laws in order to maintain a fair and competitive business environment; and*

*WHEREAS, together, Coloradans can advance public knowledge about consumer fraud issues, including raising awareness of current scams and directing statewide educational and outreach efforts to identify, prevent, and report fraudulent activity to law enforcement agencies and regulators; and*

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

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

*Therefore, I, John W. Hickenlooper, Governor of the State of Colorado, do hereby proclaim, November 2018, 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, 2018*



*John W. Hickenlooper*  
John W. Hickenlooper  
Governor