



FraudAvengers.org to Help Consumers Fight Payments Fraud

Free Access Web-Based Service to Educate Public, Raise Individuals' Fraud Awareness

Contact: Robin Slade, robin@fraudavengers.org, 972-347-1627

Prosper, TX/October 17, 2011 – The Foundation for Payments Fraud Abatement & Activism (FPF2A) today launched its website FraudAvengers.org aimed at becoming the primary resource for the public in understanding, identifying, and preventing consumer-related payments fraud.

FraudAvengers.org consists of blog articles and other information contributed by industry experts to educate and motivate individuals (and small businesses) to take actions that can reduce their personal risk of fraud. The goal of the site is to engender proactive, anti-fraud activity by all members of society.

FPF2A and FraudAvengers.org are led by three leading experts in the field of payments fraud prevention: Robin Slade, president & chief executive officer; Jodi Pratt, director of business development; Michele Edson, director of industry relations. The three have been actively involved in fraud prevention projects within the financial services industry for many years, and all share a passion to fight fraud. Ms. Pratt is also the principal consultant of the fraud consulting firm Jodi Pratt and Associates, Ms. Slade is chief operating officer of the consulting firm The Santa Fe Group and Ms. Edson is a Technical Account Manager at 41st Parameter.

According to Slade, “Criminals prey on the vulnerable, cost society in multiple ways, and inhibit positive social and commercial interactions. We are confident that informed individuals can be a major force in fighting fraud. Through FraudAvengers.org we will provide fraud prevention education and awareness to inspire people to take simple steps that can significantly lessen their exposure to payments fraud.”

Pratt added, “While well-known fraud activities like stolen checks, mail theft and dumpster-diving are still prevalent, the growth of high-tech consumer devices and new payment channels that provide convenience for consumers also make it easier for technology-literate criminals to commit fraud from anywhere in the world. Most consumers are unaware of how all these factors combine to dramatically increase fraud exposure. FraudAvengers.org is designed to encourage and enable people to decrease their susceptibility.”

In 2010, approximately 8.1 million adult consumers became victims of identity fraud at a total cost of \$37 billion¹. In fact, ID theft and bankcard fraud are two of the three top security concerns for Americans².

Edson explained FraudAvengers' unique model: "Until now, the preventative resources available to consumers were a side note to selling a particular product or service, or a static site focused on what people should do after they have become fraud victims. As a non-profit organization, FraudAvengers sole purpose is to provide dynamic up-to-date information that empowers consumers to proactively protect their financial well-being."

FraudAvengers.org is challenging others to get involved. "We're asking other fraud prevention experts to join together with us as America's Fraud Fighters to build an anti-fraud community of like-minded individuals and organizations bound by their commitment to help Americans take a stand against fraud," said Slade.

Benefactors, advertisers and those interested in writing blog material can contact FPF2A/FraudAvengers through info@fraudavengers.org or visit www.fraudavengers.org.

About FPF2A – Founded in 2009, FPF2A's mission is to identify, understand and resolve the root causes of payments fraud, to add "fraud prevention" to the public understanding of financial literacy, to empower consumers to protect themselves and others from financial abuse, and to impede criminals who seek to benefit from payments fraud.

FPF2A is a non-profit organization seeking grants and advertisers to help offset costs for FraudAvengers.org. (Donations are tax exempt under Internal Revenue Code, Section 501(c)3. All deductions are fully tax deductible to the extent allowable by law.)

¹ Javelin Strategy & Research, 2011 Identity Fraud Survey Report: Consumer Version.

² Unisys Security Index: United States, 21February 2011.