



**Media Contact:**  
Raquel Daisy Robinson  
817-509-9729  
[rdaisyrobinson@fwbbb.org](mailto:rdaisyrobinson@fwbbb.org)

For Immediate Release

**BBB of Fort Worth Helps North Texas Residents and Small Businesses Fight Identity Theft at FREE event**

*Secure Your ID Day offers free on-site document shredding and identity theft prevention tips to keep sensitive information safe*

**Fort Worth, TX (October 15, 2013)**– The Better Business Bureau of Fort Worth and Tarrant County, Inc. (BBB of Fort Worth), is helping North Texans take action against identity thieves at its annual Secure Your ID Day event on Saturday, October 19, 2013 in Fort Worth. A 2011 report from Javelin Strategy and Research found 8.1 million Americans fell victim to ID theft, resulting in the loss of \$37 million.

Businesses and residents are invited to bring up to 2 boxes or bags of paper documents, CDs, or floppy discs that contain sensitive information and have it shredded for FREE. BBB staff will also be on hand to provide important information on identity theft prevention, online and off.

“Properly destroying sensitive information is the first step in preventing identity theft but it doesn’t stop there,” said Tom Eastman, BBB of Fort Worth Chairman. “Identity thieves are lurking both online and off. We want to give consumers and businesses the resources they need to keep their private information safe.”

The Fort Worth event is one of many events happening across the country to celebrate National Secure Your ID Day. For more information and other identity theft prevention tips, call BBB of Fort Worth toll-free at 1-800-621-8566, or visit [fwbbb.org/secure-your-id-day](http://fwbbb.org/secure-your-id-day).

(more)

**Event Details:**

Who: BBB of Fort Worth and Tarrant County, Inc.

What: Secure Your ID Day – FREE on-the-spot document shredding and tips for protecting your identity

When: Saturday, October 19th – 10 a.m. to 2 p.m.

Where: 1300 Summit Avenue, parking lot of the Frost Bank building, Fort Worth, TX 76102

Additional Details: No Batteries, binders, binder clips, or plastics will be accepted. CD's and floppy discs must be sorted from paper documents prior to attending the event. Upon arrival, attendees are asked to remain in their vehicle and follow the directional signs for entering and exiting the parking lot.

**About the BBB of Fort Worth and Tarrant County, Inc.**

*The Better Business Bureau of Fort Worth and Tarrant County, Inc. is a not-for-profit agency serving Tarrant, Johnson, Hood, Wise, Erath, Palo Pinto, Somervell, and Parker counties. BBB of Fort Worth and Tarrant County, Inc. provides education and information on business and business standards; and serves consumers by helping resolve consumer complaints regarding businesses. For more information, call 800-621-8566 or visit [www.fwbbb.org](http://www.fwbbb.org).*

**About the BBB**

*For more than 100 years, Better Business Bureau has been helping consumers find businesses, brands and charities they can trust. In 2012, consumers turned to BBB 124 million times for Business Reviews on more than 4.5 million companies and Charity Reports on 11,000 charities, all available for free at [bbb.org](http://bbb.org). The Council of Better Business Bureaus is the umbrella organization for 113 local, independent BBBs across the United States and Canada, as well as home to its national programs on dispute resolution and industry self-regulation.*

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