



PRESS RELEASE
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For Immediate Release
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Protect Yourself From Identify Theft and Cyber Attacks

Pasadena, CA. - The Federal Trade Commission (FTC) has launched a new website as a one-stop national resource in efforts to protect consumers from identity theft. The website launch coincides with President Barack Obama's declaration of October 2010 as National Cybersecurity Awareness Month.

Identity theft strikes nearly 10 million U.S. consumers annually, and inflicts \$50 billion in costs on the nation's businesses every year. The number of complaints to the FTC has grown from 1,380 in 1999 to 278,078 in 2009. The Internet has become an appealing place for criminals to obtain identifying data, such as passwords and banking information. During National Cybersecurity Awareness Month, consumers are asked to learn about the risk of cyber attacks and the important steps that they can take to strengthen their digital literacy and cybersecurity.

"We want people to know how to protect themselves from identity theft and cyber attacks, a widespread threat in this country. It is important to share the resources that will aid those who have been negatively impacted by this problem as well as to encourage everyone to be informed consumers and take the necessary precautions now," stated NHMC's Executive Vice President, Inez Gonzalez.

The FTC's identity theft [website](#) provides a broad range of tips on how consumers can protect their social security numbers, recognize signs of identity theft, prove consumers have been victims of identity theft, and file a complaint to the FTC. For more information visit www.ftc.gov and go to the Identity Theft link under Quick Finder.

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The National Hispanic Media Coalition is a non-profit, media advocacy organization established in 1986 in Los Angeles, California. Our mission is to improve the image of American Latinos as portrayed by the media, increase the number of American Latinos employed in all facets of the media industry, and advocate for media and telecommunications policies that benefit the Latino community.