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Contact: Jim Flaherty, Communications Director

Office 608/ 286-6308 – Cell 608/ 698-0928, jflaherty@aarps.org

‘Scam Jam’ will help Milwaukeeans stay one step ahead of the fraudsters

MILWAUKEE, WI – Scammers steal millions of dollars from Wisconsinites every year, and their tactics are constantly evolving. That’s why it’s more important than ever to arm yourself with the information you need to stay vigilant and battle the fraudsters on their own turf, says AARP Wisconsin, which is hosting a free “Scam Jam” event in Milwaukee on April 20.

“Many of us believe we are too smart or savvy become the victim of a scam, but these criminals change their tactics all the time in an effort to separate you from your hard-earned money,” said AARP Wisconsin State Director Martha Cranley.

“It’s important to always be skeptical of any offer that seems too good to be true. But it’s even more important to stay one step ahead of the fraudsters by learning what they’re up to with the latest scams. That’s what our event is all about, and we invite everyone in the Milwaukee area to come and learn more,” Cranley said.

At the Scam Jam, which will be held from 8:30 a.m. to 1 p.m. on Saturday, April 20, at The Trade hotel, 420 W. Juneau Ave., Milwaukee, AARP Wisconsin and partnering organizations will talk about the latest trends and how scams based around Artificial Intelligence, Cryptocurrency or even a promise of romance are changing the landscape of fraud.

“People will be amazed at all the different tricks that scammers have up their sleeves to gain your trust and access to your information,” Cranley said. “Simple awareness of all these tricks is one of the keys to protecting yourself. Our goal is to stop fraud in its tracks before another Milwaukee area resident becomes a victim.”

The Scam Jam is free, but registration is required either by visiting <https://events.aarp.org/mkeScamJam24> or calling 877-926-8300.

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AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment security and retirement planning. We advocate for consumers in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP VIVA, a bilingual news source. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.