

**PROCLAMATION**

S. 1  
1-23-07

*WHEREAS, February 4 – 10, 2007, is "National Consumer Protection Week"; and*

*WHEREAS, the theme of National Consumer Protection Week this year is "Read Up and Reach Out: Be an Informed Consumer;" and*

*WHEREAS, National Consumer Protection Week encourages people across the nation to take advantage of the wealth of information that can enhance confidence in the marketplace. Consumer information can help people recognize a rip-off, smell a scam, or find a fraud; and*

*WHEREAS, fraudulent promotions seek to exploit people's financial fantasies, needs, and general optimism; but informed consumers are better able to see through frauds and deceptions, whether they take the form of questionable claims in an ad, 'breathless' offers that come in the mail or email, or schemes that sound like sure-fire successes. Perhaps more important, informed consumers know where to go for information about their rights, and how and where to complain; and*

*WHEREAS, the U.S. Conference of Mayors has undertaken a national Dollar Wi\$e Campaign to encourage the development of ongoing local financial literacy strategies to educate citizens about financial issues so that with improved personal income, money management and planning skills, citizens are in a better position to accumulate and retain wealth, own homes, raise healthy families, educate their children and invest in small businesses; and*

*WHEREAS, it is the goal of the City of Alexandria and the Consumer Affairs Commission to give local consumers these tools by participating in the Dollar Wi\$e Campaign;*

*NOW, THEREFORE, I, WILLIAM D. EUILLE, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, do hereby proclaim the week of February 4 – 10, 2007, as:*

**"CONSUMER PROTECTION WEEK"**

*in the City of Alexandria and urge all consumers to take the time to increase their awareness and education of consumer fraud by visiting [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw), or contacting the Consumer Affairs Office of the City of Alexandria for further information on the Dollar Wi\$e Campaign and other ways to learn about these important issues.*

*IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Alexandria to be affixed this 23<sup>rd</sup> day of January 2007.*

**WILLIAM D. EUILLE      MAYOR**

*On behalf of the City Council  
of Alexandria, Virginia*

ATTEST:

---

Jacqueline M. Henderson, CMC    City Clerk