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NEWS RELEASE

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FREE SCAM JAM CONFERENCES FOR SENIORS IN EASTERN IDAHO
Insurance Director Bill Deal Keynote Speaker

BOISE ID (July 26, 2012) – Idaho Department of Insurance Director Bill Deal will present the keynote address at Senior Scam Jams in Idaho Falls on August 8 and Pocatello on August 9. These events are the culmination of a popular statewide series of scam jams aimed to educate Idaho's senior population.

Director Deal says, "We hear daily about scams that target seniors. This segment of the population is trusting and often lonely. Speakers at this event have prepared messages that will give senior citizens and their caregivers important information that will help deter would-be scammers from taking advantage of them."

The Idaho Falls Scam Jam will be held at the Red Lion Inn, 476 River Parkway. The Pocatello event will be held at Idaho State University in the Student Union Building. Registration for both events will begin at 8:00 a.m. each day, closing ceremonies and distribution of door prizes will begin at 3:00 p.m. Continental breakfast and a box lunch will be provided. Seating is limited; seniors are encouraged to register early by calling toll-free 877-926-8300.

The Senior Scam Jam will address foreclosure information, financial scams and tips on how to avoid being a victim of identity theft. Seniors will also learn how to recognize and avoid exploitation that can jeopardize their financial future.

Department of Insurance SHIBA representatives will speak on Medicare Fraud and Questions during the breakout sessions.

This event is sponsored jointly by the Idaho Departments of Insurance and Finance, AARP, BSU Center for the Study of Aging, Idaho Commission on Aging, Senior Medicare Patrol Program, Idaho Bankers Association, the Better Business Bureau, Idaho Legal Aid, Pocatello Neighborhood Housing and Partners for Prosperity.

About the Department of Insurance
The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to equitably, effectively and efficiently administer the Idaho Insurance Code and the International Fire Code. For more information, visit www.doi.idaho.gov.

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