

**FOR IMMEDIATE RELEASE**

**AUSTRALIA'S FIRST EVER  
NATIONAL IDENTITY FRAUD AWARENESS WEEK  
27-31 AUGUST 2007**

**Melbourne, 22 August, 2007:** Monday 27<sup>th</sup> August 2007 will mark the beginning of Australia's first ever National Identity Fraud Awareness Week, which has been implemented to help reduce the rising number of people putting themselves at risk from identity fraud.

The aim of the week will be to urge the general public to take the problem of identity fraud seriously and educate people on how best to protect themselves and their businesses from what is one of Australia's fastest growing crimes.

**The Honourable Philip Ruddock MP, Attorney-General will be joining Crime Stoppers Australia Chairman Peter Price, Fellowes Australia National Marketing Manager Peter Campbell and NSW Police Force Assistant Commissioner Bob Waites to reveal more about this devastating criminal activity during the course of the awareness week.**

**ENDS**

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