



New Mexico Regulation and Licensing Department
SECURITIES DIVISION

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**“I’M A CON ARTIST” CAMPAIGN HONORED BY LOCAL
COMMUNICATIONS ORGANIZATION**

Albuquerque – Many New Mexicans have seen the unsettling ads on TV or in the newspaper. A smiling, friendly-looking face who promises to earn the viewer’s trust but then states he will *“take you for everything you’ve got...”*

The ads, part of the state Regulation and Licensing’s Securities Division’s public outreach campaign to help New Mexicans avoid investment fraud, last week earned the department a **First-Place Gold Cumbre Award** from the N.M. chapter of the Public Relations Society of America (PRSA).

The campaign included print, radio and TV advertising and the development of a new Web site (www.protectyourmoneynm.org) with a wealth of information on fraud. Kilmer & Kilmer Brand Consultants, an Albuquerque advertising agency, worked with the Securities Division to create the campaign.

The PRSA judges gave “I’m a Con Artist” a score of 95 out of 100 on components that included research, planning, implementation, execution, budget and results of the campaign.

“Educating New Mexicans about investment fraud is a crucial step towards keeping our citizens safe,” said Regulation and Licensing Superintendent Kelly O’Donnell. “I want to congratulate our Securities Education team for their creative efforts in alerting New Mexicans about the tactics con artists use. Investment fraud predators can be just about anyone, even someone the average New Mexican thinks they can trust.”

The campaign was so effective that eight other states have expressed interest in using the “Con Artist” ads.

As the state agency charged with protecting New Mexicans from investment fraud, the Securities Division conducts a vigorous community outreach effort aimed at

prevention through raising public awareness of this crime. Investors are encouraged to visit the ProtectYOURmoneyNM website or call the Division's toll-free hotline at 800-704-5533 before making an investment decision.

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