



**New Mexico Regulation and Licensing Department**  
**SECURITIES DIVISION**

Toney Anaya Building ▪ 2550 Cerrillos Road ▪ Santa Fe, New Mexico 87505  
(505) 476-4580 ▪ Fax (505) 984-0617 ▪ Toll free in NM (800) 704-5533

[www.rld.state.nm.us/sec](http://www.rld.state.nm.us/sec)

GOVERNOR Bill Richardson

SUPERINTENDENT Kelly O'Donnell • ACTING DIRECTOR Michael Vargon

**For Immediate Release**  
**June 15, 2010**

**For more information:**  
**Teala Kail**  
**505-795-5554**

**GOV. ISSUES “ELDER ABUSE AWARENESS DAY”  
PROCLAMATION, STATE REGULATORS WARN OF FRAUD RISK  
TO SENIORS**

**Santa Fe** – As Gov. Richardson today issued a proclamation declaring it “elder Abuse Awareness Day,” the New Mexico Regulation and Licensing Department Securities Division sought to reminded seniors, their relatives and caregivers of the continuing risk of investment fraud and financial abuse targeting the elderly.

“Today marks World Elder Abuse Awareness Day, an appropriate occasion to ask our senior citizens and those close to them to be on their guard against financial predators,” said Regulation and Licensing Superintendent Kelly O'Donnell.

“In these difficult economic times, retirees and those workers close to retirement are worried about their financial security,” O'Donnell continued. “Unscrupulous individuals attempt to exploit that anxiety in promoting a variety of questionable or outright fraudulent investment ‘opportunities.’

“The best defense against these schemes is to check before you invest, by seeking objective advice from a lawyer, family member, or trusted financial adviser. Anyone considering a new investment should also contact our state Securities Division to find out whether the offering is legitimate,” O'Donnell said.

The most common types of investment fraud targeting seniors are:

*Affinity Fraud* – financial predators use the tactic of gaining the confidence of their victims by approaching them through common membership in religious congregations, social clubs or civic organizations, and then later offer investment opportunities.

*Free Meal Seminars* – often promoted by mail or phone offers, these seminars promise professional, objective advice on estate planning, investing strategies or other financial issues. The draw is a free meal provided at a local restaurant. Attendees are asked to provide confidential financial

information which the promoters then use to offer a sometimes inappropriate or fraudulent investment opportunity.

The Securities Division offers several tools to help investors protect themselves from investment frauds and scams:

- The Securities Division's toll-free number at **800-704-5533**. The Division can provide investors with information about licensed investment brokers, and additional resources to assist investors in making informed investment decisions for their money.
- Additional information on investment fraud is located at: [www.ProtectYourMoneyNM.org](http://www.ProtectYourMoneyNM.org).
- The Securities Division offers free seminar presentations and talks around the state through its *Savvy Investor* Program. These presentations and written materials on various investment issues are made available to the public free of charge. They are often made to church groups, social clubs and civic groups around the state to help New Mexicans avoid investment fraud and make appropriate decisions regarding their savings and investments. Arrangements for a presentation may be made by contacting the Securities Division.
- Distribution of a free documentary video entitled "*Betrayal of Trust*," which tells the story of a New Mexico affinity fraud case investigated and prosecuted by the Securities Division, where victims were approached through their local church. Call **800-704-5533** or e-mail: [InvestorInfo@state.nm.us](mailto:InvestorInfo@state.nm.us) to obtain a free copy of the DVD.

**END**