



March 15, 2011

Don't be an Identity Theft Statistic... Shred your documents!

Medicine Hat – The Alberta Motor Association (AMA) has partnered with the Medicine Hat Police Service, Medicine Hat Mall and Lethbridge Mobile Shredding to host a free public document shredding day to combat identity theft and other fraud-related crimes. The event is part of Fraud Prevention Month, which is held every March. In 2010, more than 12,320 lbs (nearly 5.5 tonnes) of documents were shredded and 201 lbs of food were collected for the Medicine Hat Food Bank.

Identity theft is one of the fastest growing crimes in Canada. Crime groups have become more sophisticated at carrying out their activities and covering their tracks; law enforcement agencies are struggling to keep up. Personal documents such as financial statements, bills and receipts, can be used to commit fraud. By safely disposing of these documents, individuals can safeguard their personal information and help protect themselves from becoming a victim of fraud.

When: Saturday, March 19th, 2011
10 a.m. to 2 p.m.

Where: Medicine Hat Mall (near Zellers parking lot)
3292 Dunmore Road
Medicine Hat

Note: This event is only open to private citizens (not businesses) who are disposing of personal documents. The organizers ask that individuals bring no more than six (6) boxes of material.

Representatives from AMA and the Medicine Hat Police Service will be on-hand for media interviews. Media can capture pictures and video of citizens properly disposing of their personal documents. Information will be provided to the public on what types of documents they should be shredding and how often. Donations for the Medicine Hat Food Bank are gratefully accepted.

For more information on shredding events, call 403-527-1166 or visit www.ama.ab.ca/shredding . To report an incident of fraud, call your local police service.

The Alberta Motor Association (AMA) is the largest membership organization in Alberta, representing more than 910,000 members. As a leading advocate for traffic safety, travel and consumer protection, crime prevention, and the environment, AMA represents the interests of its members and the motoring public to industry and all levels of government. Visit www.ama.ab.ca to learn more about AMA's products, services and member advocacy initiatives.

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For more information, contact:

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