



State of Nevada Foreclosure Prevention Taskforce

Department of Business & Industry

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FOR IMMEDIATE RELEASE — February 1, 2010

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Nevada Foreclosure Prevention Taskforce Launches Foreclosure Fraud PSA

The Nevada Foreclosure Prevention Taskforce announced today the launch of a Public Service Announcement (PSA) anti-fraud campaign targeted to consumers who are behind on their mortgage payments or threatened with foreclosure.

The campaign is designed to alert homeowners to the ‘red flags’ of foreclosure scams and to encourage them to seek reputable help for free through a HUD-approved, non-profit housing counselor. The PSA drives borrowers to a statewide helpline provided through the City of Las Vegas – (702) 229-HOME - where they can receive referrals to legitimate assistance, including qualified housing counselors. The PSA also lists the key warning signs of scams.

“Education is the key to preventing foreclosure scams,” said Nancy Hamilton, Chairperson of the Taskforce. *“This PSA campaign is one of several outreach methods we are using to let consumers know where to go for legitimate help.”*

Ken LoBene, local Director of HUD and Taskforce member, has seen the effects of foreclosure fraud from both a national and local perspective. *“Nevadans need to know where to get legitimate assistance locally,”* said Mr. LoBene, *“which is why we’re so appreciative that the City of Las Vegas and our local news outlets have partnered with us to get the word out.”*

The 30-second PSA video will air on network TV and cable stations throughout Nevada. It will also be available on the Foreclosure Help website, <http://foreclosurehelp.nv.gov>, and the Nevada Fight Fraud Taskforce's website, <http://fightfraud.nv.gov>.

For more information, including warning signs and a list of HUD-approved non-profit housing counseling agencies, call (702) 229-HOME or visit <http://fightfraud.nv.gov> and click on the "Stop Foreclosure Fraud" stop sign logo.

About the Nevada Foreclosure Prevention Taskforce

The Nevada Foreclosure Prevention Taskforce includes local and national banks; local non-profit housing counselors; city, county and state government agencies; local real estate professionals; the Department of Housing and Urban Development (HUD, the Federal Reserve Bank (FRB) of San Francisco; the Nevada Bankers Association (NBA); and others. The group was created in 2007 in response to the foreclosure crisis facing Nevadans and continues to work diligently to educate consumers on how to prevent foreclosure, where to find reputable help, and how to avoid scams.

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