



MEDIA RELEASE

GRANDFATHER'S SCAM-STORY HELPED LADY WIN PHOTO CONTEST

The National Crime Prevention Council (NCPC) and the Police launched a nationwide Anti-Scam Public Education Campaign on 28 November 2014 to raise awareness on the common scams in Singapore. Seven new campaign visuals as well as a brand new website on scams were unveiled during the event.

2 The Guest-of-Honour was Mr S Iswaran, Minister, Prime Minister's Office, Second Minister for Home Affairs and Trade and Industry.

3 A Scam Alert! Photo Contest was held in conjunction with the campaign. Winners received their prizes from Mr S Iswaran during the launch event.



Campaign launched by Minister Iswaran, Mr Tan Kian Hoon, Chairman NCPC (Left) and Acting Commissioner of Police, Hoong Wee Teck (Right).

MORE THAN A PHOTO CONTEST

4. In 2013, Ms Sum Pei Yi's 83-year-old grandfather received a call from an overseas number. The caller informed Mr Sum that his son was hospitalised and asked for money to pay for his hospitalisation fee. Mr Sum sensed that something was amiss and quickly hung up.

5. When Ms Sum saw the NCPC's Scam Alert! Photo Contest advertisement in November 2014, she immediately decided to take part as she recalled how her grandfather was nearly scammed.

6. Ms Sum's winning entry was on kidnap scams. A mother of a two-year-old baby, she said, "It's natural for parents to panic and break down when they hear that their child has been kidnapped. I hope to remind all parents to stay calm. All they need to do is to call their loved ones first to check that they are fine. Do not transfer any money to the caller."

EDUCATED ABOUT MONEY MULE

7. Runner-up Mr Dustin Lim, 22, shared that prior to the contest, he did not know that allowing others to use his bank account for receiving or transferring of funds is illegal. He said, "I realised that one could be transferring illegal funds as a money mule without realising it. It's really dangerous."

THE WAR AGAINST SCAMMERS

8. Statistics released by the Police in August 2014 showed an increase in a number of scam cases reported in the first half of this year. The number of Cheating cases involving E-commerce, particularly the Multiple-Online Purchase Scams, had risen sharply (by over 2,000%) as compared with the same period in 2013.

9. The NCPC and the Police collaborated to launch a public education campaign to prevent members of the public from becoming victims of scams. The Anti-Scam Public Education Campaign will see new publicity materials at various locations and selected websites. A website (www.scamalert.sg) containing information on scams was also launched. As a resource depository, this website will allow Netizens to share their scam stories anonymously.

10. Mr Tan Kian Hoon, Chairman of NCPC, said, "Unlike other crimes where vigilant neighbours or members of the public can keep a lookout for one another, online scammers strike when victims are in the cyber world. Therefore, the most effective way to prevent such crimes is to increase awareness and remind all of the need to be vigilant when in cyberspace."

YOU CAN BE A PART OF THE ANTI-SCAM CAMPAIGN

11. The NCPC and the SPF are appealing to the public to support this campaign by sharing this "Don't be scammed. Visit www.scamalert.sg for more scam alerts" along with the *#scamalertsg* on their Facebook, Twitter and Instagram. By doing so, they can play a part in raising awareness.

ABOUT THE ANTI-SCAM PUBLIC EDUCATION CAMPAIGN

This campaign aims to raise the awareness of, and educate the public on seven common scams in Singapore. The scams covered are: Cyber Extortion, Online Purchase, Internet Love, Kidnap, Lottery, Impersonation and Money Mule.

The campaign includes a brand new website (www.scamalert.sg) that provides comprehensive information on common scams on top of the one mentioned above. The public can also share their scam stories on this website anonymously.

The anti-scam campaign visuals can be found at Boon Lay and Bedok MRT stations, bus stops as well as selected websites.

A new anti-scam TVC will also be rolled out in the first half of 2015.

ABOUT THE SCAM ALERT! PHOTO CONTEST

The NCPC and the Police organised a Scam Alert! Photo Contest on Facebook from 1 November to 16 November 2014. Contestants were required to submit a photo with a crime prevention caption that shows emotional distress (e.g. depression, anxiety, sadness and shock) or damages caused by one of these seven scams: Cyber Extortion, Online Purchase, Internet Love, Kidnap, Lottery, Impersonation and Money Mule.

The winners were chosen based on the number of votes collected and scores awarded by a panel of judges.

ABOUT THE NATIONAL CRIME PREVENTION COUNCIL

The National Crime Prevention Council (NCPC) is a non-profit organisation committed to promoting public awareness of and concern about crime and to propagate the concept of self-help in crime prevention. The Council comprises representatives from the commercial and industrial sectors, as well as from the public sector and the Singapore Police Force (SPF).