



An Important Message from the Connecticut Department of Consumer Protection
William M. Rubenstein, Commissioner

Consumer Protection Week to Feature “SmartConsumer Contest” for Kids

Just about everyone uses and enjoys some kind of electronic technology, but for those **between the ages of 12 and 18**, it's woven into their very life – always has been and always will be! Today's youth use technology to find, rate, and instantly compare the goods and services that interest them.

What better way to celebrate **National Consumer Protection Week** than by encouraging young people to be smarter consumers?

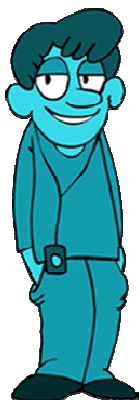
Our new 2-part contest for 12 to 18 year olds will help them learn more about making informed choices. To answer our online quiz questions correctly, contestants will have to read through our **SmartConsumer.ct.gov** website to find the answers. The essay portion of the contest asks contestants to write an essay about how some of what they just learned could apply in their life, or in the life of a family member.



**Prizes: Apple I-Pad Mini (32 GB) Apple I-Pod Touch (32GB)
Kindle Fire (16 GB)**

- **WHAT:** “SmartConsumer Contest”
- **WHEN:** March 2nd - 8th, 2014
- **WHERE:** Enter online at www.smartconsumer.ct.gov
All information and rules will be posted online by February 24th
- **WHY:** To recognize Consumer Protection Week, educate young people, and award prizes for great work
- **WHO:** Connecticut residents ages 12 through 18

Please share this contest news with a young person in your life. Help them to become a smarter consumer and **encourage** them to participate in the contest between March 2 and March 8. They could win a **super prize** and learn how to avoid being ripped off!



- ➔ **Watch** our website for contest rules no later than February 24th – www.smartconsumer.ct.gov
- ➔ **Listen** for our radio ads on WZMX – **HOT93.7** starting March 1
- ➔ **Go** to the following websites between March 2 and March 8 – **WTIC-1080 AM, WTIC-96.5 FM, WZMX 93.7 FM** or **WRCH 100.5**. Our “SmartConsumer Contest” information and links will be there, too!