

News Release

6th August 2010

IFB Hits the Streets with Actors and the Police as Cheatline sees Record Volumes in July

The Insurance Fraud Bureau (IFB) is supporting City of London Police (CoLP) with its three week fraud awareness campaign 'Wise Up' commencing 18 August, which will play one part in IFB activities to promote Cheatline to members of the public. This campaign comes as Cheatline recorded the highest ever number of new insurance fraud reports received from the public in a month. July saw 244 reports, 65% of which were made on line and so far August has started with an even higher number of new reports received.

The 'Wise Up' campaign will take place within the Square Mile where there is high footfall and locations where the public are sitting outside having lunch. The actors 'Jim and Bert' will perform at two venues per day, on six dates from the 18 August until 1 September. Posters are being displayed around the City in the week prior to the campaign, to raise public awareness in advance. Actors will be mingling with the public and working to three short scripts highlighting how easy it can be to be taken in by fraudsters. They will also be distributing an IFB flyer which explains the impact of insurance fraud and encourages the public to help make life difficult for insurance fraudsters by calling the IFB Cheatline or reporting on-line.

IFB staff have volunteered to hit the streets working during their lunch hours alongside police officers from CoLP, who will be on hand to engage the audience with relevant advice, helping to distribute 'goody bags' containing literature and give-aways.

Glen Marr, Director, IFB comments: "The IFB has a tremendous relationship with the City of London Police, and we are very pleased to be supporting the 'Wise Up' campaign. The record number of new insurance fraud reports to the Cheatline in July coincided with media coverage regarding increased motor insurance premiums and the impact of fraud on such. Insurance customers are clearly not content with allowing fraudsters to affect their premiums and are actively supporting industry efforts to prevent fraud through Cheatline. Cheatline is an invaluable tool in the industry's fraud detection efforts and raising public awareness of the facility is vital. I would also like to thank the IFB staff for volunteering their personal time to support this campaign."

-Ends-

More follows/...

IFB Hits the Streets with Actors and the Police as Cheatline sees Record Volumes in July Continued/...

Editors Notes:

The Insurance Fraud Bureau (IFB) launched on July 26th 2006 and was formed to provide a cost effective, tactical solution for the detection and prevention of organised, cross industry fraud, supporting the wider ABI/industry fraud strategy. The IFB leads or co-ordinates the industry response to the identification of potentially fraudulent networks, according to the action plan agreed by the insurers involved. Investigations are supported by the close relationships the IFB is building with police and law enforcement agencies.

The IFB operates the Cheatline. Anyone with information on insurance fraud can call this free, confidential helpline on: 0800 328 2550, or report on-line by visiting the IFB website.

www.insurancefraudbureau.org www.twitter.com/theifb

For further information on the IFB please contact:

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Below Graphics Available on Request:



FRAUDSTERS – YOUR MONEY IS THEIR PRIORITY. WISE UP!

More follows/...



**Jim and Bert helping
YOU to spot a scam**

