In this issue:

- Scams & COVID-19
- Leletha Marshall joins BBB Institute
- BBB Scam Tracker launches Citizen Hero campaign
- March issue of BBB Saluting Trust
- New workshop materials created for BBBs on Cryptocurrency Basics
- And more!

Visit Our Website

Cryptocurrency is now second riskiest scam, says BBB Scam Tracker Risk Report

Two years ago, cryptocurrency scams were just emerging as a problem on BBB Scam Tracker. The Better Business Bureau added cryptocurrency as a scam category in 2019, and it leapt to the second riskiest scam, according to the latest BBB report, New Risks and Emerging Technologies: 2019 BBB Scam Tracker Risk Report (BBB.org/RiskReport).

Read the full press release.

From Our Blog
Risk of Scams Increases With Spread of COVID-19
With COVID-19 forcing millions of Americans to work remotely and distance themselves from others, scammers are sure to take advantage. We must continue scam education efforts to help those most vulnerable to scammers. Read more.

Leletha Marshall Joins BBB Institute
BBB Institute is pleased to introduce its new director of corporate partnerships, Leletha Marshall. In her new role, Leletha will expand the national and international reach of BBB Institute through corporate and foundation partnerships. Read more.

Read more posts from the BBB Institute blog.

Program Updates

BBB Scam Tracker

New for this year, when a consumer or business owner files a report to BBB Scam Tracker, they are thanked with an email from BBB Institute, provided with information on next steps (BBB.org/ScamRecovery), and encouraged to let others know they are a Citizen Hero with a newly launched social media campaign.

Spread the Word

Military & Veterans Initiative

Each month, we release a monthly military consumer e-newsletter, BBB Saluting Trust. In our latest edition, we share relevant findings from the New Trends and Emerging Technologies: 2019 BBB Scam Tracker Risk Report, as well as other helpful financial tips and scam prevention resources.

View Past Editions

News from the Field

BBB Institute launched New Risks and Emerging Technologies: 2019 BBB Scam Tracker Risk Report on Monday, March 2nd. CBS News had the exclusive Monday morning, and released a great 5 minute feature on the report highlights. Canadian BBBs also had a successful launch of the Top 10 Riskiest Scams in Canada – a special edition of
the 2019 BBB Scam Tracker Risk Report. BBB serving Mainland British Columbia had a press conference launch in Vancouver, which was picked up by local news networks.

Newly Released Resources for BBBs

Cryptocurrency Basics – New Workshop Materials Created for BBBs

We partnered with the FINRA Investor Education Foundation to create in-person presentation materials based off of our co-branded content on cryptocurrencies. These materials are designed for BBBs to deliver to their local consumer and business communities. Topics include the basic terminology, uses and mechanics of these digital assets—including the risks, opportunities, and common scams associated. Training has been provided to 51 BBBs in the United States and Canada, with more train-the-trainer opportunities in the future.

Read more at BBB.org/Crypto.

Brought to you by BBB Institute for Marketplace Trust

We work with local BBBs across North America to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public, and informs how we develop and deliver our programs.