

Sample Press Release Title

Sample press release subtitle

<CITY> (NEWS WIRE) – <date> – [Summary Paragraph, Focusing on Who Benefits]
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[Description of the Problem Paragraph]
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[Description of the Solution Paragraph]
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[Testimonial(s) Paragraph]
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Scammer Hammer Prevents Telephone Fraud, Protects Senior Citizens

UW researchers have developed a new service to protect seniors from telephone fraud.

SEATTLE (NEWS WIRE) – May 1, 2018 – Senior citizens are now getting extra help in the fight against telephone fraud. Researchers in the Department of Security Services at the University of Washington have invented a new device, called the "Scammer Hammer" that plugs into a landline telephone. This new technology is designed to prevent senior citizens from becoming victims of telephone fraud, an \$8 billion problem in the US.

Every year, tens of thousands of senior citizens lose money to telephone scams ranging from a few dollars to their life savings. Scammers will say and do anything over the phone to cheat seniors out of money. Until now, there has been no effective way for seniors to report these scams, and finding and arresting these criminals has been almost impossible.

Now with the Scammer Hammer, there is a way to track and arrest these criminals. The device, which is roughly the size of a golf ball, is plugged into the back of a telephone, connecting it to a landline jack. If a suspected scammer calls a phone with the device installed, the call is blocked, and all information about the call is sent directly to the FBI for analysis – the senior citizen never receives the call. If a scammer's call does get through, the senior presses a button on the device and the call is routed to an FBI call center that is trained on using social engineering to collect information from the scammer. Using this information the FBI is able to stop and arrest telephone scammers.

Lawrence Flanagan, one of the UW researchers who developed the product, had this to say, "This is an amazing piece of technology that protects seniors. We're going to make sure that every senior citizen has this." After receiving a Scammer Hammer, Violet West, a 74-year-old retired schoolteacher, said, "I now feel safer. I used to get 2-3 calls per week from scammers. I stopped answering my phone. Now, with the help from the Scammer Hammer, these calls have stopped."

More information about the Scammer Hammer service can be found at <http://www.uw.edu/scammerhammer/>