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# Media Release

## Sweepstakes Scam Resurfaces in Area

Sweepstakes scams have been around for many years and resurface with slightly new twists on a regular basis. The Colonial Heights Police Department has learned of a scam letter being mailed to residents in the past few days.

The scam works like this:

- A letter announcing the recipient has won a “Consumer Promotion Draw” is mailed to a potential victim
- A check is enclosed that will pay “taxes” on the winnings
- The enclosed check should be deposited or cashed and a large portion is to be mailed or wired to the scammer
- There is a promise of a large award check once the taxes are paid

The reality is:

- There is no “Consumer Promotion Draw”
- The check is worthless. Once the check is deposited and funds are drawn against it, the victim loses the amount plus bank fees

It cannot not be said enough “If it looks too good to be true, it must not be true”. The “hook” that draws people into this scam is the announcement letter’s reference to legitimate company names participating in the Consumer Promotion Draw. Additionally, the check is purported to be drawn on the account of a legitimate organization or business.

If you receive a sweepstakes announcement, take a deep breath. Do not act according to the directions in the announcement. Do your homework. Investigate the legitimacy of the offering. The police department is a great source to help determine the legitimacy of any suspicious offering. Don’t let greed get the best of you!