

# Media Advisory: Press Conference Featuring BBB, AARP, Zoosk, and Nev Schulman of MTV's *Catfish*

Tuesday, Feb 13 at 10:30am - Downtown San  
Francisco

## Online Romance Scams: A Better Business Bureau Study on How Scammers Use Impersonation, Blackmail and Trickery to Steal from Unsuspecting Daters

Tuesday: BBB Press Conference with AARP, Zoosk, and  
Nev Schulman

### WHAT:

Press conference announcing **BBB's** new in-depth investigative study on romance scams. The study reveals how scammers use online dating sites to steal people's money; where the majority of scammers are located; why U.S. and Canadian citizens are targets; and provides recommendations on how to avoid this scam. **AARP** will discuss their Fraud Watch Network and work around romance scams. **Zoosk** will introduce "Insignia", a military verification tool launched to combat romance scams. **Nev Schulman**, creator and host of the MTV show *Catfish*, will discuss his personal experience with romance scams. A taped victim account will also be available.

**WHEN:** 10:30 a.m. (PST)

Tuesday, Feb 13, 2018

**WHERE:** 989 Market St, 6th Floor (Zoosk HQ)

San Francisco, CA 94103

### **WHO:**

**Lori Wilson**, *President & CEO*, BBB San Francisco

**Strat Maloma**, *Fraud Watch Network Campaign Lead*, AARP  
California

**Daniel Mori**, *VP of Marketing*, Zoosk

**Nev Schulman**, host and star of the hit MTV series *Catfish*

**Taped Victim Statement**

**\*\*Bilingual BBB spokesperson in Spanish available\*\***

**WHY:**

Victims in the U.S. and Canada have reported losing nearly \$1 billion to romance scams in the last three years, and this is only the tip of the iceberg. Consumers are more vulnerable to this scam around Valentine's Day. Romance scams are financially and emotionally devastating, and education is the most effective weapon to fight the fraud.

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**MEDIA RESOURCES:** *For a BBB overview, further contact information, information on press releases, media tools, our 2017 media calendar and examples of BBB in the news, please use our [media kit](#).*

**ABOUT BBB:** *For more than 100 years, Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2016, people turned to BBB more than 167 million times for BBB Business Profiles on more than 5.2 million businesses and Charity Reports on 11,000 charities, all available for free at [bbb.org](http://bbb.org). There are local, independent BBBs across the United States, Canada and Mexico, including BBB Serving the San Francisco Bay Area and Northern Coastal California, which was founded in 1927 and serves 13 counties.*