

Alaska State Legislature

Session:
State Capitol
Juneau, AK 99801
Phone: (907) 465-2995
Fax: (907) 465-6592



Interim:
716 W 4th Avenue, Suite 430
Anchorage, AK 99501-2133
Phone: (907) 269-0250
Fax: (907) 269-0249

Representative Lesil McGuire
Chair, Judiciary Committee

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CONTACT: Rep. Lesil McGuire (907) 465-2995

McGuire's Legislation to Strengthen Consumer Protection Becomes Law

(ANCHORAGE) – HB 446 will become law on Wednesday, August 2. This legislation, sponsored by Representative Lesil McGuire (R-Anchorage), will strengthen Alaska's consumer protection law and increase the civil penalties authorized under Alaska's Unfair Trade Practices and Consumer Protection Act.

According to the Federal Trade Commission, last year Alaska led the nation with 249 fraud complaints per every 100,000 people, a statistic that alarmed Representative McGuire spurring her to champion this legislation.

“This bill will increase penalties for consumer fraud for the first time since 1970. The driving force behind my introduction of this legislation was not only that so many Alaskan's are victims of consumer fraud, but that a disproportionate number of victims are senior citizens. This legislation will send a message to those who exploit and victimize Alaskan consumers that these crimes will not go unpunished.”

HB 446 unanimously passed both the House and Senate.

The bill signing will take place at 3:15 p.m. at Mama's Senior Home in Representative McGuire's district.

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