



Contact:  
Ainsley MacDougal  
PR, Communications, and Events Specialist  
[amacdougal@cincinnati.bbb.org](mailto:amacdougal@cincinnati.bbb.org)  
(513)-713-3662

## **MEDIA ADVISORY: Better Business Bureau® Cincinnati Hosts National Consumer Protection Week Media Day**

*Everyday messages turning into high-pressure demands for money*

BBB® Cincinnati will host a National Consumer Protection Week (NCPW) Media Day, bringing together federal, state, and local experts to highlight how scammers are turning everyday messages and calls into high-pressure schemes that drain thousands of dollars from families and small businesses. Over 48% of all scams reported to BBB Cincinnati last year involved fake remote job offers, fraudulent investment and crypto platforms, impostor debt collectors, and “relief money” or government-lookalike websites promising unclaimed funds.

Speakers scheduled to participate include:

- **Ryan Lippe**, *Consumer Educator*, Ohio Attorney General’s Office
- **Stephen Mott**, *Forensic Accountant*, FBI Cincinnati
- **Sammi Nachtigal**, *Attorney*, Federal Trade Commission, East Central Region (virtual)
- **Christine Hayley**, *VP of Operations*, BBB Cincinnati

Speakers will share real-world local examples, explain how these scams work, and provide clear explanations of how their organizations handle these cases. These scams often begin with ordinary messages but quickly escalate into high-pressure demands for money or access to bank, card or crypto accounts. This media day will equip journalists with concrete examples, expert context, and simple language to help consumers spot these scams and protect themselves.

### **Where: BBB Cincinnati**

**1 E. Fourth St., Cincinnati, Ohio, Suite 600**

Enter through ground floor entrance off Ogden Alley.

Parking will be validated in the Mabley Place Garage, 410 Race St.

### **When: Wednesday, Feb. 25, 2026**

Media arrival and setup at 9:30 a.m.

Event begins at 10 a.m.

Additional interview opportunities available after the event concludes at 11 a.m. Coffee and bagels will be provided.

Visuals and interview opportunities:

- Speaker remarks and moderated Q&A
- Local scam examples drawn from BBB Scam Tracker reports mentioning Cincinnati
- One-on-one or small-group interviews with BBB, FTC, Ohio AG’s Office, and FBI (as schedules permit)

**About BBB Cincinnati** *The Better Business Bureau has been the standard for ethics in business since 1912, and BBB Cincinnati has been the standard for excellence in the region since 1926. Our mission is to be the leader in advancing marketplace trust in the 22-county region we serve in Southern Ohio, Northern Kentucky, and Southeast Indiana. We do this by setting standards for marketplace trust, supporting best practices, celebrating marketplace role models, addressing substandard marketplace behavior, and creating community of trustworthy businesses and charities. For further information, visit [BBB.org/cincinnati](https://www.bbb.org/cincinnati) or follow BBB Cincinnati on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).*