

**FOR IMMEDIATE RELEASE
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EEI and UUAS to Recognize Ninth Annual Utility Scam Awareness Day on November 20

WASHINGTON (November 18, 2024) – Edison Electric Institute (EEI) will join Utilities United Against Scams (UUAS) this week to support International Fraud Awareness Week and to recognize the ninth annual Utility Scam Awareness Day on Wednesday, November 20. Utility Scam Awareness Day is an advocacy and awareness campaign focused on educating customers and exposing scammer tactics.

For years, scammers have posed as utility workers and attempted to steal financial information or obtain immediate payment from customers by threatening service interruptions. This is known as a utility impostor scam.

The theme of this year’s campaign is “Anytime, anyone, anywhere.” Customers of all ages and demographics must stay vigilant against utility impostor scams. While advanced digital scam incidents have increased in recent years, in-person and telephone impostor scams are still frequently reported.

EEI is a member of UUAS, which continues to raise customer awareness of common scams and new scam tactics used by utility impostors. Through its work and with the help of customer reporting, UUAS has successfully helped to take more than 14,830 toll-free numbers used by scammers against utility customers out of operation.

“We encourage customers of all ages to stop and verify any unusual utility company requests before making a payment, regardless of whether the customer is contacted via phone, internet, or in person,” said UUAS Executive Director Monica Martinez. “While scammers often target elderly and vulnerable populations, customers in all age groups are reporting utility impostor scam incidents that take place online, on the phone, and in person.”

As a reminder, utilities will never ask for payments using a pre-paid debit card, gift card, or cryptocurrencies, and they will provide multiple notices before any service interruptions are implemented.

Customers who suspect that they have been victims of fraud or who feel threatened during contact with a scammer should contact law enforcement authorities. The [Federal Trade Commission](#) also provides additional information about protecting personal information and other information regarding impostor scams.

Visit www.utilitiesunited.org for information and tips on how customers can protect themselves from impostor utility scams. Follow along with UUAS on [Twitter](#) and [Facebook](#), and join the conversation by using [#StopScams](#).

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Utilities United Against Scams (UUAS) is a consortium of more than 150 U.S. and Canadian electric, water, and natural gas utilities and their respective trade associations. UUAS is dedicated to combating impostor utility scams by providing a forum for utilities and trade associations to share data and best practices, in addition to working together to implement initiatives to inform and protect customers.

EEI is the association that represents all U.S. investor-owned electric companies. Our members provide electricity for nearly 250 million Americans, and operate in all 50 states and the District of Columbia. As a whole, the electric power industry supports more than 7 million jobs in communities across the United States. In addition to our U.S. members, EEI has more than 70 international electric companies, with operations in more than 90 countries, as International Members, and hundreds of industry suppliers and related organizations as Associate Members.