

Ask Live! Chat online



**Need info
 Subscribing,
 Advertising etc.**

**Subscribe
 NOW!**



Latest News

[Greensboro Health and Healthcare series to sponsor talk by nationally known expert, Dr. Jonathan Oberlander](#)

GREENSBORO - On Tuesday, March 11, Jonathan Oberlander, PhD, will ...

[GERFLOR® TO UNVEIL TARAFIT® TO IMPROVE HYGIENE OF VINYL FLOORING](#)

ATLANTA, GEORGIA, JANUARY 22, 2008 – Gerflor, a global leader ...

[Global Economic and Foreign Policy Lecture Series to be Held at The University of North Carolina at Greensboro](#)

GREENSBORO – Seven lectures addressing the theme of “America in ...

[SEASONED PROFESSIONALS TO LEAD EASTERN AND CENTRAL SALES DIVISIONS](#)

ATLANTA, GEORGIA, JANUARY 17, 2008 – Gerflor, a global leader ...

[EXCLUSIVE AGREEMENTS ENHANCE GERFLOR'S® COMMERCIAL FLOORING EFFORTS](#)

ATLANTA, GEORGIA, JANUARY 25, 2008 – Gerflor, a global leader ...

[The Nussbaum Center for Entrepreneurship announces Economic Impact of \\$161.8 million](#)

1300 jobs created with average wage of \$49,130. Greensboro - The ...

[LIFELOCK AND TRULIANT BRING AWARENESS TO IDENTITY THEFT ISSUES IN WINSTON-SALEM](#)

WINSTON-SALEM – LifeLock, the first U.S. identity theft protection ...

[Key Risk Names Linton Assistant Vice President and Controller](#)

KEY RISK NAMES LINTON ASSISTANT VICE PRESIDENT AND CONTROLLER GREENSBORO, NC, ...

[BB&T named a top training company in national survey](#)

WINSTON-SALEM -- BB&T Corporation has been named to

[LIFELOCK AND TRULIANT BRING AWARENESS TO IDENTITY THEFT ISSUES IN WINSTON-SALEM](#)

Triad -

Winston-Salem – LifeLock, the first U.S. identity theft protection company and the recognized industry leader in the prevention of identity theft, has initiated the first ever “Strike Back - Defeat Identity Theft Now,” a grassroots campaign to bring attention to the serious issues that affect consumers as a result of identity theft. The campaign will make a stop in Winston-Salem at Truliant Federal Credit Union on March 3.

Truliant has partnered with LifeLock to extend their identity theft protection services to its more than 180,000 member-owners at a discounted rate. During the Winston-Salem visit, LifeLock’s CEO Todd Davis will team up with Truliant’s Executive Vice President & Chief Operating Officer Joseph Whitaker, Chief Technology Officer & Chief Information Officer Bob West and Truliant’s President Steve Joiner to explain the partnership and answer questions about how LifeLock can help protect individuals from identity theft.

“Millions of people are victimized by identity theft each year and it costs Americans more than \$50 billion in 2007,” said Marc Schaefer, President/CEO of Truliant Federal Credit Union. “We wanted to offer the very best identity theft service to our members to help ensure that they do not fall victim to identity theft and all the problems associated with it. The fact that LifeLock is backed by a \$1 million total service guarantee speaks volumes about the protection that they have to offer.”

LifeLock’s stop at Truliant is part of a full-scale East Coast campaign logging 6,620 miles and stops in more than 10 cities. Along the campaign trail, Davis, accompanied by identity theft prevention ambassadors and former victims, are hosting a variety of events and seminars to shed light on the growing crime of identity theft.

The campaign will also petition lawmakers to enact more stringent laws to protect consumers from losses of data, problems of identity theft, and prosecute the perpetrators of the crime. LifeLock aims to collect 20,000 signatures which they will present in meetings with members of Congress on Thursday, March 6 in Washington DC. E-signatures can be also be made at www.lifelock.com.

“Identity theft is the fastest growing crime in the U.S. and it’s crucial that it be taken seriously by both consumers and government alike. This campaign is LifeLock’s way of getting the word out about this crime in order to make a difference,” said Davis.

This mobile tour will travel the Southeast and has hosted events already in Miami, Hollywood (FL), Delray Beach (FL), Orlando, Jacksonville, Tallahassee, Atlanta, Columbia (SC), and will visit Charlotte, Winston-Salem, Richmond, New York City and Washington DC. Tour stops will incorporate a wide variety of locations from college campuses, corporate headquarters and senior living facilities to festivals, financial institutions and elementary schools.

ABOUT LIFELOCK

Training magazine's ...

[UNITED WAY OF GREATER GREENSBORO EXCEEDS 2007 CAMPAIGN GOAL BY](#)

[\\$160,277](#) Greensboro - Dale Hall, Triad Market President, Bank of America, ...



Syndicate Our News
All Regions - XML
News For Your Web Site ?

LifeLock (www.lifelock.com) helps consumers to render their personal information useless to thieves, backing up its service with a one million-dollar service guarantee. Famous for its CEO giving out his Social Security Number in advertising and national press, the company is experiencing astounding growth. On Jan. 1 2007, LifeLock had 30,000 members and at the end of January, 2008, the company boasted more than 600,000 members. Located in a secure facility in Tempe, Arizona, LifeLock is a private company backed by Goldman Sachs, Kleiner Perkins Caufield and Byers, as well as Bessemer Venture Partners. Winner of the 2007 American Business Award for the Best Radio Advertising Campaign, LifeLock was a finalist for 10 other ABA awards, including Best New Company and Best New Product/Service. Recently the company was named recipient of the Red Herring 100 Global Award as one of the Top 100 start-up's in the world.

ABOUT TRULIANT Federal Credit Union

Truliant Federal Credit Union is a not-for-profit, financial institution that provides affordable financial services to its member-owners. Truliant was chartered in 1952 and now serves more than 180,000 members and has 24 member financial centers in NC, SC, OH and VA. For more information on Truliant Federal Credit Union, visit TruliantFCU.org.

Posted on:
Wednesday, February 27, 2008 01:02 PM

