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North Carolina News

LifeLock and Truiant Federal Credit Union Bring Awareness to Identity Theft Issues in Winston-Salem (2/28/2008)

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 Truiant Federal Credit Union on March 3.

Truiant 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 Truiant's Executive Vice President & Chief Operating Officer Joseph Whitaker, Chief Technology Officer & Chief Information Officer Bob West and Truiances 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 Truiant 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 Truiant 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. (Note: [click here](#) to provide an e-signature.)

"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.

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