

20 November 2010

Media Release

CASE launches “Knowledge is Protection” education campaign

On 20 November 2010, the Consumers Association of Singapore (CASE) will be launching an education campaign entitled “Knowledge is Protection”. The aim of the campaign is to impart knowledge and achieve awareness among consumers on their rights in dealing with transactions. As the theme suggests, CASE believes that consumers would be able to better protect themselves against errant retailers if equipped with adequate knowledge. Hence, this campaign seeks to empower consumers by educating them on their rights and various legislations that are useful to them.

Mr Yeo Guat Kwang, CASE President, explains the rationale for launching the campaign in the heartlands, “We have identified the senior citizens and homemakers as a potentially vulnerable group of consumers as they usually do not participate in our education initiatives such as seminars. Hence, instead of having them come to us, we will be bringing the education initiatives closer to them. As such, we would be “moving” this campaign to different districts in Singapore. We will also focus on areas that are more relevant for this group of consumers such as door-to-door sales.”

The launch of the CASE’s education campaign will take place at the Aljunied-Hougang Active Ageing Roadshow on 20 November 2010, from 8am to 1pm. During the launch, a video related to direct selling will be screened. To aid the senior citizens and homemakers in understanding the education messages, CASE will be giving out horse-racing calendars and fridge magnets printed with education messages. CASE officers will be on hand to explain the messages.

Mr Leo Boon Wang, Chairman of the Direct Selling Association of Singapore (DSAS) pledges support for the campaign, “With this campaign, we hope to foster more vigilance from consumers in order to avoid being victimised by fraudulent trades disguising as direct selling. We would also like to take the opportunity to uphold direct selling to its

rightful place of respect and credibility as a vibrant industry and vital contributor to the economy”.

CASE’s education campaign is a one-year event which will be ongoing throughout the year 2011. It is divided into two parts, targeting two different groups. The first group is the senior citizens and homemakers; the second group being the youths and young adults. The launch on 20 November 2010 will focus on educating the senior citizens and homemakers.

In the next few months, CASE will be bringing this education campaign to community events at different districts namely Bedok, Bukit Batok, Bukit Panjang, Choa Chu Kang, Clementi, Jurong East, Marine Parade, Serangoon and Toa Payoh Central. CASE will be publishing the dates for the campaign on our website once the details have been confirmed. In addition, CASE and DSAS will be organising a public education forum on 8 January 2011. Interested parties who wish to attend the forum can call 6333 3225 for more details.

Yeo Guat Kwang
CASE President