

News Release

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For Immediate Release

The Lung Association warns of telephone scam

(Ottawa) The Canadian Lung Association today warned of a telephone scam that uses the organization's name as a lure. The goal of the fraudulent activity is to trick victims into revealing personal banking information. Canadians are urged to be aware of individuals who call and claim they represent The Lung Association.

Victims receive a phone call from an organization purporting to be soliciting donations for The Lung Association. The victims are then informed that for every individual donation pledged that a certain company will match that donation.

Individual Canadians should be aware that this is **not** an authorized campaign of The Lung Association.

"It is extremely disheartening to know someone is representing our organization in such a deceitful manner," says Jennifer Schenkel, Director of Marketing for the Canadian Lung Association, "This scam threatens our reputation with current and potential donors across the country."

Those who have received similar questionable telephone calls that claim to represent The Lung Association should contact:

The Canadian Anti-Fraud Call Centre (**Phonebusters**)

Office hours: 08:00 to 17:30 (ET)

Toll Free: (888) 495-8501

Toll Free: (888) 654-9426

www.phonebusters.com

About The Lung Association

Established in 1900, The Lung Association is one of Canada's oldest and most respected health charities, and the leading national organization for science-based information, research, education, support programs and advocacy on lung health issues.

For more information, media representatives may contact:

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The Lung Association

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