



DO YOU KNOW YOUR CONSUMER RIGHTS?

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ST. LOUIS -- If you're like most Americans, you probably aren't aware that you're protected by consumer rights each time you use an ATM, go to the doctor or pay a gas bill. And if you don't know about these rights and use them, you may lose them.

To help educate consumers, the Federal Reserve Bank of St. Louis is urging Eighth Federal Reserve District financial institutions to inform and explain consumer rights to their customers during National Consumers Week, Oct. 23 through 29.

"It's important for all of us to know our rights and exercise them when making spending decisions," says Lynn M. Barry, assistant vice president at the St. Louis Fed. "Our marketplace will only be responsible, efficient and reliable if we demand it."

(more)

CONSUMER AWARENESS WEEK/2

This year's theme, "Know Your Consumer Rights," is designed to increase consumer awareness and promote positive action in the marketplace.

Particular attention will be focused on: the right to make an informed choice, the right to have accurate information, the right to safety, the right to be heard and the right to consumer education.

As one of the millions of Americans making purchasing decisions everyday, it's time to ask yourself "Do You Know Your Consumer Rights?"

The Federal Reserve Bank of St. Louis has branches in Little Rock, Louisville and Memphis. It serves the Eighth Federal Reserve District which includes all of Arkansas, eastern Missouri, southern Indiana and Illinois, western Kentucky and Tennessee, and northern Mississippi.
