



NEWS RELEASE

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Henrico Police Issues a Scam Alert

Henrico Police is making the public aware of a scam targeting local businesses.

Henrico Police has been made aware of a scam being perpetrated by a fraudulent company offering advertising services to local businesses. The victim business receives an unsolicited telephone call from a person representing the company as an associate of a local high school booster club. The company offers banner space, T-shirts, and other sporting event promotional items to the business and suggests that a portion of the proceeds will go to support school athletics. If purchased, the company says they will send the promotional items to the local high school to be displayed or given away at sporting events.

The scam starts with the use of telemarketing and progresses to e-mail correspondence. A series of official-looking documents and detailed correspondences are sent to the victim business. Once payment is received, a small sample of inferior products is shipped, but the complete order is never delivered. This fraudulent promotion is not associated with any Henrico County school. The high schools do not receive any monetary proceeds that the fraudulent company promises will be donated to the school.

To avoid being a victim, businesses are encouraged not to participate in an unsolicited offer for advertisement benefitting school athletics without verifying its authenticity. If a business wishes to participate, it is recommended that someone contact a representative from the school to confirm the legitimacy of the promotion.

If your business has been the victim of this type of scam, and it has not been reported, you can contact Henrico Police at (804) 501-4810.

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