



Andy Beshear, Governor

Ray A. Perry, Secretary
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Team Kentucky Safeguarding Families From Scams
'Scam Jam' coming to Northern Kentucky

FRANKFORT, Ky. (March 20, 2025) – As technology advances, so do the tactics used by scammers. Artificial intelligence (AI) is shifting the way fraudsters deceive consumers, creating scams that are more convincing than ever. To help Kentuckians get ahead, Team Kentucky and the Department of Financial Institutions (DFI) is bringing a “Scam Jam” to northern Kentucky. This free event will equip attendees with the crucial knowledge needed to protect themselves against scams.

“Protecting our Kentucky families from scammers is a priority for Team Kentucky,” said Gov. Andy Beshear. “The methods scammers use have grown increasingly sophisticated. By attending this event, Kentuckians can get the latest information on how to avoid scams that can quickly drain victims’ bank accounts.”

Northern Kentucky Scam Jam and Shredding Event

Date: April 11, 2025

Location: Northern Kentucky University Student Union
20 Kenton Drive
Highland Heights, KY 41076

Times: 9 a.m.-2 p.m. (Scam Jam)
10 a.m.-2 p.m. (Shredding)

DFI will spotlight how scammers are leveraging AI to clone voices, create deepfake videos and craft sophisticated phishing schemes designed to steal personal and financial information.

Attendees will learn to recognize these cutting-edge scams and gain practical tips to safeguard their finances. DFI will also play a game of Fraud Bingo, an interactive session that outlines key red flags and proactive measures consumers can take.

“AI-driven scams are becoming more deceptive and harder to spot; however, there are warning signs consumers can look for to help protect themselves and their money,” said Commissioner Marni Rock Gibson. “Educational events like the scam jam empower Kentuckians with the knowledge they need to defend themselves against financial fraud.”

This event will also feature:

- A free, secure document shredding service open to the entire community;
- Local and state agency vendors;
- Free lunch; and
- Door prizes.

Space is limited – attendees must register for the event at <https://events.aarp.org/KYScamJamNKU>. Don't miss this opportunity to stay informed and protect your hard-earned money from scams.

Event partners include Northern Kentucky University, AARP Kentucky, the Kentucky Financial Empowerment Commission, U.S. Department of Justice, U.S. Secret Service, Senior Medicare Patrol, the Post Office Inspector, and the Office of Senior Protection.

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DFI is an agency in the Public Protection Cabinet, and supervises the financial services industry by examining, chartering, licensing, and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.