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FACT SHEET

ROCHESTER, N.Y. (April 1, 2026)

Organization Identification: Legal Assistance of Western New York, Inc.® (LawNY®)

Address: 1 W Main St Ste 400, Rochester, NY 14614

Phone: (585) 325-2520

Website: <https://www.lawny.org/>

Subject: "Feels Off? Log Off." – LawNY's Digital Scam Awareness Campaign

Who: Legal Assistance of Western New York, Inc.® (LawNY®), a nonprofit providing free civil legal aid to individuals and families in Western NY.

What: "Feels Off? Log Off." is a public awareness campaign designed to educate Gen Z and Millennials about digital scams, offering resources and tools to identify fraudulent schemes and protect themselves online.

Where: Targeting young adults in Western New York, with outreach through social media platforms, college campuses and community organizations.

When: Campaign has launched now, focusing on delivering their message in a visually appealing and easily digestible digital content format throughout 2026.

Why: With online scams rising, Gen Z and Millennials are prime targets due to digital habits and financial inexperience. Out of every demographic served by LawNY from March 2023 to September 2023, 38.8% were millennials. In 2021, adults aged 18 to 59 were 34% more likely than those 60 and older to report losing money to fraud. LawNY aims to provide essential scam awareness education and accessible legal support.

Quotes:

“Scammers are getting smarter, with their tactics evolving to blend seamlessly into everyday online interactions, like social media comment sections, texting and email messages,” said [NAME], LawNY. “Our campaign is to equip newer generations with practical tools to stay ahead of threats.”

“This is a trending issue with Millennials and Generation Z and LawNY is pushing to create a public initiative of recognizing and avoiding scams before it’s too late,” said [NAME], LawNY.

Background Information: LawNY® is a nonprofit providing free legal services to low-income individuals in Western NY. The "Feels Off? Log Off." campaign is part of LawNY’s broader mission to increase digital literacy and consumer protection.

Contact Information: LawNY Website at www.lawny.org or @lawnyinc on [Instagram](https://www.instagram.com/lawnyinc)

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