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FOR IMMEDIATE RELEASE

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NEWS BACKGROUNDER

Legal Assistance of Western New York, Inc. (LawNY®) launched the **"Feels Off? Log Off."** campaign to combat the rising threat of online scams targeting Gen Z and Millennials. This initiative aims to educate young adults on identifying scams, provide resources for prevention, and offer legal assistance for those affected.

The "Feels Off? Log Off." campaign by LawNY® is a comprehensive initiative designed to educate and protect Gen Z and Millennials from online scams. Recognizing the digital habits of these age groups, the campaign uses a complete strategy that includes expanding LawNY®'s presence on platforms like Instagram and Facebook/Meta to share educational content such as short-form videos, infographics, and real-life scam stories. Collaborations with local colleges involve gathering testimonials from cyber-security students and hosting workshops, seminars and tabling events to provide students with practical knowledge on identifying and avoiding scams. Additionally, the campaign engages with community organizations and centers to spread information and resources, for a broader reach. With these approaches, LawNY® aims to foster a culture of digital awareness and proactive scam prevention among young adults, aligning with its commitment to education and legal support.

Online scams are a growing issue, with Gen Z and Millennials being particularly vulnerable due to their heavy reliance on digital platforms. According to the [Federal Trade Commission \(FTC\)](#), nearly 40% of fraud loss reports from adults aged 18 to 29 in 2021 indicated that the scam originated on social media platforms. LawNY's campaign seeks to reduce scam-related incidents and inquiries in the Western New York region through education and outreach.

LawNY® is committed to increasing access to justice by providing free legal aid to low-income individuals. The "Feels Off? Log Off." campaign aligns with this mission by equipping young adults with knowledge and resources to protect themselves from fraud,

ensuring digital literacy and consumer protection remain priorities. In response to the rise in online scams, LawNY® developed the "Feels Off? Log Off." campaign to specifically address online scams faced by younger demographics. This campaign attacks the latest threat to the community and LawNY is here to help by providing legal aid. Anyone who falls victim to a scam can contact LawNY for help. The organization found that despite public opinion, Gen Z and Millennials are susceptible to scams. This campaign aims to garner awareness of known scam tactics and provide tips and resources for victims.

LawNY History

Legal Assistance of Western New York, Inc. (LawNY®) was established to provide free civil legal services to low-income individuals across 14 counties in western New York. LawNY was founded in 1968 to serve underserved communities and has always had a focus on serving the community. Beyond its current "Feels Off? Log Off." scam awareness campaign, LawNY® addresses a broad spectrum of civil legal issues, including housing and homelessness prevention, access to public benefits, family law matters for victims of domestic violence and sexual assault, consumer rights, and healthcare access. The organization also operates specialized projects focused on foreclosure prevention, disability advocacy, veterans' legal services, seniors' legal services, and homelessness prevention. Through these comprehensive efforts, LawNY® remains committed to ensuring equal access to justice for underserved communities

For more information about the campaign and available resources, visit our website at www.lawny.org or follow us on [Instagram](https://www.instagram.com/lawnyinc) @lawnyinc.

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