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FOR IMMEDIATE RELEASE

**LawNY Launches 'Feels Off? Log Off.'
Campaign to Combat Online Scams Targeting Gen Z and Millennials**

ROCHESTER, N.Y. (April 1, 2026) — Legal Assistance of Western New York, Inc.® (LawNY®) launched the **“Feels Off? Log Off.”** campaign to raise awareness and provide resources for Gen Z and Millennials to recognize and prevent online scams. With fraud tactics becoming increasingly sophisticated, this initiative aims to empower young people with the knowledge they need to protect themselves online.

Since they grew up with technology, Gen Z and Millennials rely heavily on online platforms for shopping, job searching, social networking and more—making them prime targets for scammers. LawNY’s campaign will provide educational materials, testimonials from cyber-security peers, social media outreach and real-life stories to help young adults recognize fraudulent schemes before they fall victim.

“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 **Lori O'Brien, Executive Director, LawNY.** **“Our campaign is designed to equip younger generations with practical tools to stay ahead of threats.”**

The goal of the “Feels Off? Log Off.” campaign is to raise awareness of fraudulent and malicious online tactics that can harm Gen Z and Millennials, while providing legal resources and general support. This campaign is centered around the false impression that these generations, often referred to as digital natives, tend to be more vigilant and less susceptible to being scammed. Research conducted by LawNY shows that younger generations are still exposed and targeted for scams. The campaign is officially launching now, with a focus on delivering appealing, easy-to-digest digital content throughout 2026.

Why Generations Z and Millennials?

Out of every demographic served by LawNY from March 2023 to September 2023, 38.8% were millennials. This created concern for the rise of younger generations online usage and their need for scam awareness. While it's common to think that scams affect older people more often, reports to the [Federal Trade Commission \(FTC\)](#) show anyone is capable of being scammed. In 2021, adults aged 18 to 59 were 34% more likely than those 60 and older to report losing money to fraud.

“This is a trending issue with the current generations and LawNY is pushing to create a public initiative to recognize and avoid scams before it’s too late,” stated O’Brien.

To learn more about the “Feels Off? Log Off.” campaign and access scam prevention resources, visit our website at www.lawny.org or follow us on Instagram and Facebook @lawnyinc.

About LawNY

Legal Assistance of Western New York, Inc. (LawNY®) is a nonprofit law firm providing free civil legal services to low-income individuals and families across 14 western New York counties. Established in 1968, LawNY® strives to increase access to justice through excellent legal representation, advocacy, and service. Their mission is to ensure that access to justice is not determined by one's social or economic status. LawNY® addresses legal issues such as housing, public benefits, employment, and family matters, aiming to eliminate barriers to justice for vulnerable populations.

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