

# November 14 marks third annual Utility Scam Awareness Day

## LG&E and KU among more than 100 utilities urging consumers to stay vigilant

(LOUISVILLE, Ky.) – As a member of the award-winning Utilities United Against Scams, Louisville Gas and Electric Company and Kentucky Utilities Company are continuing efforts to remind consumers of the tactics scammers use to steal money and to educate consumers on how they can guard against falling victim to impostor utility scams.

UUAS, a consortium of more than 100 U.S. and Canadian electric, water, and natural gas companies (and their respective trade associations), continues to raise awareness of utility scams targeting customers. The group's third annual Utility Scam Awareness Day, which falls on Wednesday, November 14, is supported by a week-long advocacy and awareness campaign focused on exposing the tactics of scammers.

"By joining forces with fellow utilities we're hoping our collective efforts will remind customers to stay vigilant, reduce these types of crimes and put would-be scammers on notice," said Beth McFarland, LG&E and KU vice president of Customer Services. "The safety and security of our customers is a top priority for our company, and we're committed to keeping them protected."

"To better protect customers, it is critically important we continue to raise awareness and to educate customers about scams," said UUAS Chairman Jared Lawrence. "Scammers are developing increasingly sophisticated schemes to take advantage of customers. Through the '7 Scams in 7 Days' campaign, UUAS will highlight the most common scam tactics and provide resources to help utility customers better protect themselves from utility impostor scammers."

UUAS and its member companies have helped to shut down more than 2,200 Toll-Free Numbers used by scammers against utility customers. The group recently was awarded the Toll-Free Industry's Fraud Fighter Award in recognition of its advocacy and awareness campaign to stop scams that target electric, water, and natural gas company customers. UUAS was presented the award on October 10 at the Toll-Free User Summit hosted by Somos, Inc., in Las Vegas.

Customers are encouraged to be aware of these signs of potential scam activity.

- **Threat to disconnect:** Scammers may aggressively tell the customer his or her utility bill is past due and service will be disconnected if a payment is not made – usually within less than an hour.
- **Request for immediate payment:** Scammers may instruct the customer to purchase a prepaid card – widely available at retail stores – then call them back supposedly to make a bill payment to his or her utility company.
- **Request for prepaid card:** When the customer calls back, the caller asks the customer for the prepaid card's number, which grants the scammer instant access to the card's funds, and the victim's money is gone.

LG&E and KU work with law enforcement investigating these types of crimes, and offer the following SAFE advice to residential and business customers.

- **Secure your personal information:** LG&E and KU will never call and ask for credit or debit card numbers or other personal information.
- **Always remember you have bill payment options:** LG&E and KU offer customers a variety of official payment options. [A complete list can be found here.](#)
- **First check with LG&E and KU if you're suspicious:** Customers who receive a suspicious live phone call, an email or letter should call LG&E and KU which will always verify official communications. LG&E customers should call 502-589-1444 (outside Louisville at 1-800-331-7370); KU customers should call 1-800-981-0600.
- **Enlist the help of authorities:** In addition to contacting the company, customers who suspect they have been victims of fraud, or who feel threatened during contact with scammers, should report it to their local police department.

The Federal Trade Commission website also offers helpful tips for protecting personal information.

Visit [utilitiesunited.org](https://utilitiesunited.org) for more information and tips about how customers can protect themselves from scams or follow along on social media: Twitter [@UUAS](https://twitter.com/UUAS) and Facebook [@UtilitiesUnited](https://facebook.com/UtilitiesUnited).

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*Louisville Gas and Electric Company and Kentucky Utilities Company, part of the PPL Corporation (NYSE: PPL) family of companies, are regulated utilities that serve nearly 1.3 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 326,000 natural gas and 411,000 electric customers in Louisville and 16 surrounding counties. KU serves 553,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at [www.lge-ku.com](http://www.lge-ku.com) and [www.pplweb.com](http://www.pplweb.com).*

For further information: call the LG&E and KU media hotline at 502-627-4999.

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