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Electronics Recycling and Shredding Part of BBB "Secure Your ID" Day Event  
*Event to Take Place October 20 at Coastal Federal Credit Union*

RALEIGH, N.C. (September 28, 2012) — Better Businesses Bureau ([www.bbb.org](http://www.bbb.org)) serving Eastern North Carolina announces today its fall "Secure Your ID" Day event will take place on Saturday, October 20, 2012. New this year are computer hard-drive destruction and electronics recycling, in addition to free document shredding and identity protection tips. The event will take place from 8:00 a.m. to 12:30 p.m. in the parking lot of Coastal Federal Credit Union headquarters at 1000 St. Albans Drive in Raleigh.

In the [2012 Identity Fraud Report](#) by Javelin Strategy & Research, it states that in 2011 identity fraud increased by 13 percent. More than 11.6 million adults became a victim of identity fraud in the United States, while the dollar amount stolen held steady. In May, the ABC affiliate in Seattle, KOMO 4 News, produced a segment titled "[Discarded Electronics Can Lead to Identity Theft](#)" on an experiment conducted by Robert Siciliano, an identity theft expert with McAfee. Siciliano purchased 30 used iPhones, iPods, laptops, desktops, netbooks, notebooks on Craig's List and was able to retrieve data from more than half, including personal information, banking information and Social Security numbers.

"Shredding paper documents is still a top priority to protect an individual's identity. However, as new technologies continue to emerge and evolve, thieves are not just following a paper trail, but are using old electronics to steal sensitive information from consumers," says Toby Barfield, president and CEO of BBB serving Eastern North Carolina. "In hosting our 'Secure Your ID' Day events, we look to provide Triangle consumers with a safe way to dispose of their sensitive documents and electronics while educating them on ways they can protect themselves from unscrupulous individuals."

"Secure Your ID" Day is jointly organized by the Council of Better Business Bureaus and the National Foundation for Credit Counseling to raise public awareness and educate Americans on the issues surrounding identity theft. During the event, local partners [Costal Federal Credit Union](#), [ProShred](#) and [GEEP](#) will be on hand educating consumers on protecting their identity. Individuals are encouraged to bring up to three boxes or bags of documents that have been removed from binders and up to 5 electronic devices, such as computers, cell phones or tablets.

To date, more than 120,000 pounds of sensitive documents have been securely destroyed for Triangle residents during these semi-annual events. Additional event information is available at [www.easternnc.bbb.org/secure-your-id](http://www.easternnc.bbb.org/secure-your-id).

**About BBB serving Eastern North Carolina:**

Better Business Bureau serving Eastern North Carolina is a 501(c)(6) not-for-profit corporation serving 33 counties in eastern North Carolina. The organization is funded primarily by BBB Accredited Business fees from more than 3,000 local businesses and professional firms. BBB promotes integrity, consumer confidence and business ethics through business self-regulation in the local marketplace. Services provided by BBB include reports on companies and charitable organizations, general monitoring of advertising in the marketplace, consumer/business education programs and dispute resolution services. All services are provided at no cost to the public, with the occasional exception of mediation and arbitration. Visit [bbb.org](http://bbb.org).

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