



R B F & R S

news release

03/11/2008

No: 55/F&R

WARNING OVER ADVERTISING CALLS

Royal Berkshire Fire and Rescue Service is urging local businesses to go through a checklist if contacted by advertising salespeople who give the impression they are working on behalf of the emergency services.

Businesses in the county have been approached by various companies selling advertising space and claiming to represent the fire and rescue service.

If you are approached in this way, the advice is to:

- Take a name and a telephone number and ask for the offer to be made in writing
- Never make a commitment or agree to make a payment without taking time to think about the offer
- Be particularly cautious if you are invited to advertise in a calendar or wall planner rather than a regular publication that you've heard of
- If in doubt, tell Consumer Direct by calling 0845 4040 506 or email them via their website www.consumerdirect.gov.uk . The number for Minicom users is 0845 128 1384.

Royal Berkshire Fire and Rescue Service produces a staff newsletter and also uses a range of publications across the county to promote safety messages and information. However, the organisation does not undertake the selling of advertising space to businesses.

If your company receives such a call, from an organisation claiming to represent Royal Berkshire Fire and Rescue Service, please email the company's name and telephone number, together with details of any offer that has been made, to targettn@rbfrs.co.uk or telephone 01118 932 2283.

ENDS.