



FOR IMMEDIATE RELEASE

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**CONSUMER ACTION HOSTS
WIRELESS EDUCATION EVENT IN NATION'S CAPITAL**

Train-the-trainer roundtable educates community leaders on WirelessED program to help consumers better understand wireless devices and services

WASHINGTON, D.C. - July 13, 2011- Consumer Action, a national nonprofit education and advocacy organization, today held a roundtable to train staff of community-based organizations (CBOs) on how to educate their clients in choosing wireless plans that best fit their lifestyles, services and needs. The event, which took place at the Hyatt Regency Washington on Capitol Hill, was part of Consumer Action's WirelessED project.

Consumer Action staff trained roundtable participants, including religious and self-help organizations, on how to identify adult learning styles, and how to effectively educate adults in a community setting. Participants learned how to effectively use the project's multilingual materials in helping their clients to maximize the benefits of using wireless devices at the lowest cost. The training also covered how to compare and shop for wireless plans based on unique needs, such as how to add children to parents' cell phone plans, and which plans are best for traveling abroad.

"We all rely on our wireless devices more and more every day," said Ken McEldowney, executive director of Consumer Action. "This train-the-trainer roundtable gives CBO staff the tools they need to assist consumers of all backgrounds in managing their use of wireless devices."

WirelessED is a multilingual educational project sponsored by AT&T. It includes an educational module with three multilingual brochures and a training packet to assist community-based organizations (CBOs) in educating their clients through both one-on-one and group presentations. Over the next year, informational materials and training sessions will be provided to Consumer Action's network of more than 8,000 CBOs across the country with the goal of helping more than 200,000 hard-to-reach

consumers. The web site, WirelessEd.org, contains the project's publications as well as a variety of interactive tools to help consumers with wireless plans.

To access the WirelessED materials online, visit www.wirelessED.org. To receive updates through Twitter, follow [@KnowUrWireless](https://twitter.com/KnowUrWireless). Find the campaign on Facebook at facebook.com/wirelesseducation.

WirelessED materials will be available in English, Spanish, Korean, Chinese, and Vietnamese. A multilingual hotline, 415-777-9635, provides advice and referrals in English, Chinese and Spanish for consumers with questions about wireless devices and plans.

For more information or to request an interview in English, Spanish or Chinese, contact Linda Sherry at 202-544-3088, or by e-mail at linda.sherry@consumer-action.org.

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About Consumer Action

Consumer Action has been a champion of underrepresented consumers nationwide since 1971. A nonprofit 501(c)3 organization, Consumer Action focuses on financial education that empowers low to moderate income and limited-English-speaking consumers to financially prosper. Our diverse staff provides expert commentary on key consumer issues supported by solid data. We offer access to victim testimony, as well as expertise on current financial issues affecting low to moderate income and limited-English-speaking consumers.