

## State of Wisconsin -- Office of the State Treasurer

B38W, State Capitol  
Post Office Box 7871  
Madison, WI 53707  
Email: [treasurer@wi.gov](mailto:treasurer@wi.gov)  
Phone: 608-266-1714



**Sarah Godlewski**  
State Treasurer

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### Treasurer Godlewski is raising awareness of Consumer Rights Day

MADISON- Treasurer Sarah Godlewski is spreading the word about Consumer Rights Day- a day dedicated to promoting the basic rights of all consumers.

"It's important we take a proactive approach with financial consumer protection. Often government is reactive, and we've seen firsthand the impact complacency has had on Wisconsin families- from subprime mortgages to predatory lending. I want to make sure we are proactively safeguarding Wisconsinites to ensure their best financial success," stated Treasurer Godlewski.

Godlewski continued, "Wisconsin citizens should be empowered in making financial choices. I will continue to advocate on this issue and work toward making Wisconsin a leader in financial consumer rights."

On March 15<sup>th</sup> in 1962, President John F Kennedy formally addressed the issue of consumer rights. He was the first world leader to raise awareness which marks International Consumer Rights Day.

According to Consumers International, consumer's rights include:

- **The right to be informed** - To be given the facts needed to make an informed choice, and to be protected against dishonest or misleading advertising and labeling.
- **The right to choose** - To be able to select from a range of products and services, offered at competitive prices with an assurance of satisfactory quality.
- **The right to be heard** - To have consumer interests represented in the making and execution of government policy, and in the development of products and services.
- **The right to redress** - To receive a fair settlement of just claims, including compensation for misrepresentation, shoddy goods or unsatisfactory services.
- **The right to consumer education** - To acquire knowledge and skills needed to make informed, confident choices about goods and services, while being aware of basic consumer rights and responsibilities and how to act on them.

"State Treasurers around the country are leading on this issue and I'm proud to stand with our state's consumers and advocate for their rights to be heard, seek fair settlement, and be educated on their choices," said Treasurer Godlewski.

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*The consumer movement, and Consumers International, marks March 15<sup>th</sup> with World Consumer Rights Day every year, as a means of raising global awareness about consumer rights and needs. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights.*

*World Consumer Rights Day was inspired by President John F Kennedy, who sent a message to Congress on March 15<sup>th</sup>, 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so. The consumer movement first marked that date in 1983 and now uses the day every year to mobilize action on important issues and campaigns.*