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## Scam Survivor Day 2025 recap: A movement in full force



Scam Survivor Day was created in 2024 by the BBB Institute to highlight the needs of scam survivors and celebrate those who are sharing their experiences to assist others and better protect people from scams. Scam Survivor Day 2025 wasn't just a moment—it was a milestone. With survivor stories at the center, this year's event fueled a nationwide movement against scams, growing stronger with every voice, every share, and every story told.

**We saw record growth across all fronts:**

- An expanding coalition of passionate partners
- National and international engagement

- And a grassroots social media surge that lit up LinkedIn from Toronto to Tennessee!

### Want to get involved in the movement?

- Join the coalition
- Share your story
- Elevate awareness year-round

This isn't just a campaign. It's a community—and it's growing.

[LEARN MORE](#)

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## BBB Institute welcomes three new partners



**NATIONAL  
CYBERSECURITY  
ALLIANCE**

**NOVA** National Organization  
for Victim Advocacy



**DCUC**  
DEFENSE CREDIT UNION COUNCIL

**We're thrilled to welcome three incredible organizations to join our esteemed partners:**

- National Cybersecurity Alliance
- National Organization for Victim Advocacy
- Defense Credit Union Council

Together, we're strengthening a shared mission: empowering all people—including vulnerable populations—to protect themselves from fraud and connect with trustworthy businesses.

These partnerships thrive on collaboration, and we're proud to stand alongside nonprofit and government organizations dedicated to making the marketplace safer for everyone.

[View All BBB Institute Partners](#)

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## Reflecting on Age+Action 2025: Why digital literacy matters more than ever



*From Melissa Lanning, Executive Director, BBB Institute for Marketplace Trust*

What an honor to be part of such a dynamic and meaningful conversation at Age+Action 2025! Our panel on “Why Digital Literacy Matters More than Ever” brought together passionate leaders and fresh insights—from national data to community-driven impact—all focused on empowering older adults in today’s digital world.

I was grateful to share the stage with Colleen McClain of Pew Research Center and Jeanette Manzano of Dallas County Health and Human Services, expertly guided by moderator Josh Hodges of NCOA. Together, we tackled urgent issues—from digital access and AI, to social isolation and scam recovery.

Thank you to the National Council on Aging for including BBB Institute in this important moment. It’s clear that digital literacy is more than a skill—it’s a form of protection, connection, and empowerment. We’re proud to continue this work and grateful to be part of the movement.

[LEARN MORE ABOUT NCOA](#)

## UPCOMING

**JULY:** Tuesday, 8 July at 12pm ET - LinkedIn Live Event hosted by [Armed Forces Mutual](#) "Protecting Yourself" - Follow us on [LinkedIn](#) to learn more.

**JULY:** All month is Military Consumer Month, join us on social using #MilConsumer2025 - as we work with the FTC to empower the military consumer all month long.

[MCM 2025 Digital Toolkit | Military Consumer](#)

**SUMMER:** 2025 Gift Card Scam Awareness Campaign



### Connect with us

Follow BBB Institute on [LinkedIn](#) and [X/Twitter](#) and keep up to date on what's happening. We'd love to hear from you.

### Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that commit to working with BBB Institute and each other to foster a trustworthy marketplace through shared expertise, resources, and strategic initiatives.



[LEARN MORE](#)

Thank you to our program partner:



Brought to you by BBB Institute for Marketplace Trust

We work with local BBBs across the U.S. and Canada to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.

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