



Maine Credit Union League

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Maine Credit Unions Launch Fraud Awareness Video to Protect Older Mainers

(WESTBROOK, ME) – Maine Credit Unions have released a powerful new video to warn Mainers—especially older adults—about the alarming rise in fraud. Drawing on the voices of respected experts from across the state, the production sheds light on the emotional and financial toll these crimes inflict, while offering clear, practical steps viewers can take to spot scams before they cause harm.

Created through a unique, statewide collaboration with the Maine Attorney General’s Office, Maine State Police, Maine Bureau of Financial Institutions, Legal Services for Maine Elders, and a seasoned fraud investigator, the project underscores one message: combating fraud requires all of us.

Featured voices in the video include Maine Attorney General Aaron Frey; Nichole Bilodeau, Maine Bureau of Financial Institutions; Lt. Michael Johnston, Maine State Police; Jill Randall, Legal Services for Maine Elders; and Dr. Doug Shadel, Fraud Prevention Strategies, LLC.

“Fraud isn’t just financial—it’s deeply personal. We’re committed to arming Maine families, especially seniors, with knowledge and confidence to stop scammers in their tracks,” said Elise Baldacci, President of the Maine Credit Union League. “Losses from fraud continue to rise, particularly among those over 60, and not everyone reports when they’ve been targeted. That’s why creating this video—and partnering with thought leaders across our state—was so important for us.”

New Federal Trade Commission (FTC) **data** recently released underscores the urgency: from 2020 to 2024, reports from older adults (age 60+) who lost \$10,000 or more to government or business impersonator scams quadrupled. Losses above \$100,000 have surged as well—and these figures likely underestimate the problem, as many cases go unreported.

“Awareness is our strongest defense against scams. Scam victims reach out to my office every day with stories about deceptive schemes designed to steal their money, their identity, or both,” said Attorney General Frey. “I am grateful to the Maine Credit Union League for their partnership in bringing this campaign so more Mainers can arm themselves against scams.”

The Maine Credit Union League is calling on cable access stations across the state to air the video free of charge as a public service. Video partners also are invited to share the video as well. Broadcasting it could mean the difference between someone recognizing a scam—and becoming a victim.

Watch and download the full video [here](#).

“If this video helps prevent even one person from falling victim to a scam, it will have achieved its purpose,” added Baldacci.

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About the Maine Credit Union League

The Maine Credit Union League is a nonprofit, professional trade association that exists to serve Maine’s credit unions. Founded in 1938, the League’s mission is to help credit unions succeed and improve the financial lives of their members. As the trade association for Maine’s credit unions, the League provides advocacy, education, and other resources designed to assist credit unions in meeting the needs of their membership. For more information, visit www.maine cul.org.