



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

## **“Securities Commission of The Bahamas Launches ‘Watch Ya Money!’ Campaign”**

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### **Media Initiative Aims to Empower Everyday People To Recognize, Resist, and Report Investment Fraud**

*Nassau, The Bahamas, Wednesday 11 December 2024* – The Securities Commission of The Bahamas (the Securities Commission) has launched “Watch Ya Money!” a comprehensive multimedia campaign designed to help Bahamians identify and protect themselves from investment fraud and scams. This 8-week initiative underscores the Commission’s commitment to protecting and educating investors while reinforcing its role as a trusted regulatory body and resource for public information.

According to the Securities Commission, investment fraud in The Bahamas is increasing and scammers are more sophisticated than ever. They have learned to tap into their potential targets' immediate financial needs and emotions, and anyone can become a victim. “Watch Ya Money!” was designed to educate and empower Bahamians, providing the tools needed to identify and avoid fraudulent schemes. The campaign will use media channels across print, radio, television, and social media to educate the public, reduce the stigma surrounding victimization and encourage reporting suspicious activities to the Securities Commission.

“Investment fraud not only affects individuals but can undermine confidence in the capital markets and broader financial system,” said Christina Rolle, executive director, Securities Commission of The Bahamas. “Our campaign is a proactive step to ensure Bahamians feel empowered to make informed decisions, recognize the warning signs of scams, and know they have a trusted ally in the Securities Commission to support them.”

In addition, the Securities Commission will provide practical resources and incorporate fraud protection in its high school outreach and other initiatives to bring this campaign closer to Bahamians. Find out more information at [scb.gov.bs](http://scb.gov.bs) and follow the Securities Commission of The Bahamas on Facebook [@securitiescommission.bah](https://www.facebook.com/securitiescommission.bah) to stay updated.

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### **About The Securities Commission of The Bahamas**

The [Securities Commission of The Bahamas](http://scb.gov.bs) (the Commission), established in 1995, is committed to the growth and development of a vibrant, competitive financial services sector renowned for regulatory excellence. The Commission regulates and oversees investment funds, securities, financial and corporate service providers, digital assets and registered exchanges, carbon credit trading, and the capital markets

in The Bahamas. The Commission utilizes market surveillance, regulatory oversight, enforcement of securities laws, and its investor education program to protect investors, maintain fair, efficient, and transparent markets, and reduce systemic risk.

Information and investor education resources can be found at <https://www.scb.gov.bs/investor-education/>.

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**Editor's Information:**

1. The Securities Commission of The Bahamas is a statutory body established in 1995. It is responsible for the regulation of securities, investment funds and the capital markets, financial and corporate service providers, digital assets and exchanges, and carbon credit trading.
2. More information about the Securities Commission of The Bahamas can be found at: <https://www.scb.gov.bs/> .
3. For more information and tips to avoid falling victim to frauds and scams visit: <https://www.scb.gov.bs/about-frauds-and-scams/> .