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Consumer Council of Fiji



www.consumersfiji.org



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PRESS RELEASE

**Urgent Scam Alert: Fraudsters Fake Consumer Council Chair's Identity in
"Get-Rich-Quick" Scheme**

The Consumer Council of Fiji is issuing an urgent warning to all consumers about a sophisticated and malicious online scam. Fraudsters are illegally using the name, image, and videos of the Council's own Board Chair, Ms. Mereseini Baleilevuka, to promote fake investment schemes that promise huge returns.

Criminals have created fake posts and profiles that falsely endorse these "get-rich-quick" schemes. Their sole purpose is to trick people into sending them money by exploiting the trust and credibility of a well-known public figure.

Ms. Baleilevuka, who has absolutely no connection to these schemes, was the first to alert the Council to the widespread scam. She is actively fighting back, taking to her own social media with live videos and posts to warn the public directly. "Do not be fooled by these criminals using my name and face," urged Ms. Baleilevuka. "I would never endorse such a scheme. Please be vigilant, protect your hard-earned money, and report these posts immediately."

Echoing the severity of the situation, Council CEO Ms. Seema Shandil stated, "This is an alarming new low. It is a ruthless attempt to steal from ordinary Fijians by exploiting a trusted name. Remember: if an online offer promising fast money seems too good to be true, it absolutely is."

The Council urges all consumers never to send money or share personal/banking details based on an online ad or post. Consumers should also be extremely skeptical of any online investment promising guaranteed, high returns with little effort. They are also advised to immediately report any suspicious posts or profiles impersonating Ms. Baleilevuka or promoting these scams to the National Consumer Helpline at 155 or via email at complaints@consumersfiji.org.

The Council is monitoring the situation closely and will provide further updates. Your awareness is the best defense. By staying alert and informed, members of the public can help prevent themselves and others from falling victim to such scams.

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