



## **Canadian Anti-Counterfeiting Network Launches 2010 Reality Tour Urges Santa to “Check it Twice” and Give the Real Thing this Holiday Season**

**Toronto, November 1, 2010** – The Canadian Anti-Counterfeiting Network (CACN) today launched its 2010 Reality Tour designed to train law enforcement and border services officials in practical techniques to help curb the significant impact of counterfeiting and piracy. The CACN Reality Tour, with stops in Toronto, Saskatoon and Vancouver is an annual training opportunity that helps ensure all the parts of the consumer goods market can work effectively to curb counterfeiting and piracy.

CACN also issued a “Check it Twice” list of things to watch out for to help consumers avoid buying counterfeits this holiday season (attached to release).

“Counterfeit products like children’s toys, fake pharmaceuticals, shoddy electrical components, counterfeit auto and airplane parts and counterfeit DVDs can be easily found in a variety of places in the Canadian marketplace,” said Brian Isaac, Chair of CACN. “These products not only rob legitimate manufacturers and the Canadian economy from revenues, but often finances organized criminals and place lives in danger,” he added.

Today, virtually no product is too obscure or insignificant for counterfeiters and no industry is immune from this illegal activity. Ultimately, a combination of tough laws, strong enforcement measures and consumer awareness is needed to stop counterfeiting.

“CACN is proud to partner with law enforcement officials in Canada, including the RCMP, by developing practical training opportunities which will help identify counterfeit products and curb intellectual property crime,” said Isaac.

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For more information about CACN, visit [www.cacn.ca](http://www.cacn.ca), or contact:

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Canadian  
Anti-Counterfeiting  
Network

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## **CHECK IT TWICE – BUY THE REAL THING!**

This holiday season, check it twice to ensure you're not buying counterfeit products! Counterfeits are made cheaply and usually with little regard for consumer safety. The best bet is to buy the real thing.

**How do I know if the product I'm buying is counterfeit? Some indicators to watch for:**

- products (particularly electrical products) that have no name brand
- the price is much lower than average
- spelling mistakes on the product or packaging
- products normally sold in packages being sold individually
- shoddy appearance of the product or package