



Citizens Utility Board

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CUB'S "RIGHT CALL" CAMPAIGN RETURNS TO ROCKFORD TO SLASH BLOATED PHONE BILLS ON TAX DAY

The Citizens Utility Board's (CUB) "Right Call Campaign" is returning to Rockford on Tax Day to provide consumers with a much-needed stimulus by showing them how to cut their phone bills by hundreds of dollars a year.

In March, CUB staffers visited downtown Rockford's Luther Center and helped consumers cut their local and long-distance costs by an average of \$163 a year. Because of the great results, the watchdog group has decided to return.

CUB's campaign was launched after the consumer group released a report showing that Illinois callers are overpaying by about \$1.5 billion a year. However, most consumers can enjoy significant savings by following a few simple steps.

The clinic is:

6:30 p.m., Wednesday, April 15
Court Street United Methodist Church
215 N. Court St.
Rockford

"Most people are paying too much for phone service," CUB Executive Director David Kolata said. "However, CUB has been showing consumers how to save an average of about \$20 a month on their local and long-distance bills. Plus, we have a new online tool that has been teaching consumers how to slash cell-phone bills by a monthly average of \$25. You just can't get a free service like this anywhere else."

Consumers frequently complain that they can't get reliable information from the phone company, which often just throws them a sales pitch for a more expensive plan. At CUB's clinics, however, citizens will receive helpful tips about:

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*The CUB Cellphone Saver, a state-of-the art online tool that automatically analyzes individual wireless bills. The Cellphone Saver has been showing consumers how to cut their cell-phone bills by an average of \$300 a year.

*The CUB-designed Consumer's Choice local-calling plans that AT&T is forced to offer under a legal settlement. Unlike AT&T's other plans, these plans are designed to save most consumers money.

*Illinois' best long-distance plans, including how to get an automatic \$20 credit CUB negotiated. That amounts to nearly 11 hours of free calls.

*Line-Backer, a costly—and optional—AT&T service that most people don't need.

Attendees should bring their phone bills so CUB experts can analyze them and give tips on how to cut them.

CUB is Illinois' leading nonprofit utility watchdog organization. Created by the Illinois legislature in 1983, CUB opened its doors a year later to represent the interests of residential and small-business utility customers. Now celebrating its 25th anniversary, CUB has saved consumers more than \$10 billion by helping to block rate hikes and secure refunds over the years. In 2007, the St. Louis Post-Dispatch called CUB the “gold standard” of consumer groups nationwide. For more information, call CUB's Consumer Hotline at **1-800-669-5556** or logon to www.CitizensUtilityBoard.org.

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