

March 18, 2004

**MAYOR MICHAEL R. BLOOMBERG AND CONSUMER AFFAIRS
COMMISSIONER GRETCHEN DYKSTRA ANNOUNCE INITIATIVE TO
PROTECT NEW YORKERS FROM PASSOVER OVERCHARGES**

DCA Enforcement Will Be On Alert and Ready to Respond to Complaints

Mayor Michael R. Bloomberg and Department of Consumer Affairs Commissioner Gretchen Dykstra today announced a campaign to protect New Yorkers observing the Passover holiday from overcharges. Any New Yorker who suspects overcharging on Kosher-for-Passover items should call 311 or fill out a complaint on www.nyc.gov. DCA inspectors will be on alert and ready to investigate any complaints received from now until April 13th. The Mayor made the announcement after meeting with Jewish community leaders at One Police Plaza regarding security preparations for the Passover holiday.

“Sacred religious holidays shouldn’t be a time for unscrupulous merchants to take advantage of consumers,” said Mayor Bloomberg. “Now, with 311 and www.nyc.gov, New Yorkers can report anyone who they suspect is overcharging for Kosher-for-Passover items.”

“Starting today, and throughout Passover, we are urging consumers to report any overcharges on Kosher-for-Passover items,” said Commissioner Dykstra. “We will be ready to respond to any complaints we receive about vendors who may be taking advantage of the holiday.”

DCA enforces the consumer protection laws, as well as other related City and State laws, at thousands of businesses throughout New York City. DCA licenses more than 60,000 businesses in 55 different categories in New York City and educates both consumers and businesses alike through free community seminars, licensing forums, and other informational materials.