



And it gets bigger all the time as suckers continue to fall for increasingly more sophisticated rip-offs. Of course, there is considerable dishonesty in the travel business. For example, many of today's legit ads on TV and internet are also untrue, i.e. \$99.99 flights, cash-back car sales, lawyers and miracle drugs.

However, the worst of them simply steal your money, and many seniors fall for the scam. When you receive a phone call or an email about winning a sweepstakes offering an all-expenses-paid vacation package, it's always phony. Promising you free trip to Las Vegas, Hawaii or cruising the Caribbean sounds fantastic. But, before you respond, do some reality thinking. How could you win a sweepstakes you didn't enter?

When notified of a sudden win, hang up and forget about it. Or, if you're curious, run an online check. Have you ever heard of the company that offers that free round-trip flights, cruises and luxury resorts? If not, anticipate the next crooked step. Another call, and a friendly online voice will congratulate you on being that lucky winner.

Then the robbery happens. You'll be required to provide personal data, such as credit card number to: secure the reservation. Beware and don't do it! The simplest way to avoid scams is to never give personal financial ID numbers or any other personal info online or to any other unexpected source.