



TheNetwork for Consumer Protection

Press Release

J.F Kennedy the first one to articulate consumer rights 50 years ago

Islamabad, March 12, 2012: TheNetwork for Consumer Protection joins the world consumer groups in celebrating fifty years of John F. Kennedy's historic Declaration of Consumer Rights, on 15 March 1962.

It was the first time a serving world leader, the United States President, acknowledged the importance of consumers having basic rights and a true voice in the marketplace. The original four rights, and four more that were added by Consumers International, have been a cornerstone for consumer activists ever since.

TheNetwork has kicked off a week long campaign to commemorate the event. This year's theme is "Our Money Our Rights: Campaigning for real choice in financial services".

World Consumer Rights Day is an opportunity to promote the basic rights of all consumers, for demanding that those rights are respected and protected, and for protesting the market abuses and social injustices which undermine them.

On this special occasion TheNetwork is calling up consumers to advance the eight consumer rights, with unrelenting determination with a fierce commitment to fighting as hard and as long as it takes to secure basic consumer protections for individuals and families everywhere.

TheNetwork is a member of Consumer International, which is bringing to these battles the combined force of more than 220 organisations in over 115 countries. The collective voice, the consumer movements share is growing stronger, clearer, and more powerful - with benefits in Pakistan and other regions, and benefits for consumers throughout the world.

No matter what the issue, or the special interests and global forces we face on any particular issue, all of us in the global consumer rights movement share a common belief that every person and family in the world deserves the basic consumer rights

that we honor each year on 15 March as part of World Consumer Rights Day: the right to satisfaction of basic needs. . . the right to safety. . . the right to be informed. . . the right to choose. . . the right to be heard. . . the right to redress . . . the right to consumer education . . . and the right to a healthy environment.

In the words of President Kennedy in 1962: "*Consumers by definition include us all. They are the largest economic group, affecting and affected by almost every public and private economic decision. Yet they are the only important group... whose views are often not heard.*"