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MEDIA ALERT

Consumer Protection cites Mitchell Chirchick, CEI Sports Tours for Pro-Bowl Scam
(For immediate release...)

SALT LAKE CITY, Utah – Francine A. Giani, Executive Director of the Utah Department of Commerce, announced today that the Division of Consumer Protection has issued an Administrative Citation against Mitchell Chirchick and CEI Sports Tours for allegedly selling ticket packages to 26 Utah consumers for the 2008 NFL Pro-Bowl which they could not fulfill which violates the *Utah Consumer Sales Practices Act*. In the Citation, the Division of Consumer Protection issued 26 counts of deceptive acts or practice by a supplier and issued a \$65,000 fine against Mitchell Chirchick and CEI Sports Tours.

“Utah football fans thought they were going to next years’ Pro-Bowl in Hawaii,” said Francine A. Giani, Executive Director of the Utah Department of Commerce, “Instead Mitchell Chirchick and CEI Sports Tours took their money and left town. ”

According to the investigation, Mitchell Chirchick d.b.a CEI Sports Tours defaulted on ticket packages sold for the 2007 Pro-Bowl. Two months ago Chirchick turned himself into federal authorities for violating previous fraud charges in Minnesota for “soliciting potential clients to buy sporting-event packages”. The Division of Consumer Protection also discovered that Nevada revoked Chirchick and CEI Sports Tours’ business license in March 2007. The Division concluded that neither Chirchick nor CEI Sports Tours could fulfill travel packages sold to 26 Utah consumers for the 2008 NFL Pro-Bowl in Hawaii resulting in the Administrative Citation.

For more information on how to protect yourself from consumer scams and fraud, log on to www.consumerprotection.utah.gov. If you have a question about a possible scam or consumer complaint, contact the Division of Consumer Protection at (801) 530-6601.

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