



# CENTER FOR AUDIT QUALITY

*Serving Investors, Public Company Auditors & the Markets*

## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

September 29, 2010

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## **CAQ to Issue New Report on Financial Reporting Fraud and Announce Collaboration with Key Stakeholder Groups**

- WHO:** Cindy Fornelli  
Executive Director  
Center for Audit Quality (CAQ)
- Michele Hooper  
Co-Vice Chair  
CAQ Governing Board
- WHAT:** Briefing on the CAQ's new report, *Deterring and Detecting Financial Reporting Fraud – A Platform for Action*
- WHEN:** Wednesday, October 6, 2010  
10:00 a.m. (Eastern)
- WHERE:** **Via Conference Call**  
**U.S. Toll Free: 888-299-4099**  
**Canadian Toll Free: 866-682-1172**  
**International Toll: 302-709-8337**  
**Verbal Passcode: VF80200**

**NOTE TO JOURNALISTS:** To register for the briefing, contact Jay Hyde at 202-609-8057 or [jhyde@thecaq.org](mailto:jhyde@thecaq.org) or Jake Leon at 202-609-8048 or [jleon@thecaq.org](mailto:jleon@thecaq.org).

The report, *Deterring and Detecting Financial Reporting Fraud – A Platform for Action*, is a key feature of the CAQ's financial reporting fraud deterrence and detection initiative and represents a first step in longer-term activities and collaborations.

The report offers the perspectives of more than 100 participants in CAQ-sponsored roundtable discussions and related points to ponder, as well as insights gained from research and guidance on the topic.

In addition to discussing the report's contents, the CAQ will announce collaborative partnerships with three organizations representing "financial reporting supply chain" participants.

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The Center for Audit Quality (CAQ) is an autonomous public policy organization dedicated to enhancing investor confidence and public trust in the global capital markets. The CAQ fosters high quality performance by public company auditors, convenes and collaborates with other stakeholders to advance the discussion of critical issues requiring action and intervention, and advocates policies and standards that promote public company auditors' objectivity, effectiveness and responsiveness to dynamic market conditions. Based in Washington, D.C., the CAQ is affiliated with the American Institute of Certified Public Accountants. For more information, visit [www.thecaq.org](http://www.thecaq.org).