

NEWS RELEASE

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Financial Planning Association of Georgia promotes “America Saves Week” Feb 21-28th 2010

Atlanta, Georgia...February 8th, 2010... The Financial Planning Association (FPA) has partnered with the American Savings Education Council (ASEC) and the Employee Benefit Research Institute (EBRI) to promote America Saves Week scheduled **February 21 – February 28, 2010**. America Saves Week promotes a savings message to encourage individuals to take informed action to build wealth, not debt. The goal of the campaign is to join together thousands of employers, financial institutions, government leaders, nonprofit networks and other organizations to take a week to persuade tens of millions of Americans to save and build wealth more effectively. The "fiscal fitness" program will range from paying off high-cost debt, to ensuring adequate emergency savings, to accumulating home equity, to saving for retirement.

FPA of GA members will actively participate in promoting **America Saves Week** to their clients and communities in an effort to encourage the public to learn more about personal finance and good financial habits. We are asking the media to help spread the message of “building wealth not debt” by profiling some of the stories for readers by visiting:

<http://www.americasavesweek.org/individuals/stories.asp>



- **America Saves Week** is part of a larger nationwide America Saves Week that includes local, regional, and national organizations. National partners include Consumer Federation of America, Cooperative State Research, Education, and Extension Service (CSREES), USDA, and participating land-grant university Extension Services, United Way of America, Department of Defense, IRS, Federal Reserve Bank, National Foundation for Credit Counseling, National Black Caucus of States Institute, Corporation for Enterprise Development, Annie E. Casey Foundation, Family, Career and Community Leaders of America (FCCLA), and National Community Tax Coalition.
- **About America Saves:** America Saves was found in 2001 to encourage non-saving Americans to save through a social marketing approach. About 1,000 organizations in over 50 local areas participate in America Saves Week, and have successfully encouraged and assisted hundreds of thousands of savers.

- **National Savings Needs:** Most Americans do not have adequate savings to meet major emergencies, let alone accumulate enough savings for retirement. The typical American household has less than \$100,000 in net wealth, including home equity and 401k accumulations, and only about \$10,000 in net financial assets. Lower income families have much fewer resources.

The FPA of GA (<http://www.fpaga.org>) is a chapter of the FPA representing Certified Financial Planners™ across the state of Georgia. FPA is the leadership and advocacy organization connecting those who provide, support and benefit from financial planning. FPA is the Heart of Financial Planning™ and represents a promise of financial well-being, hoping to create a world where everyone thrives and prospers.

FPA has 96 chapters throughout the country representing more than 28,500 members involved in all facets of providing financial planning services. FPA is the community that fosters the value of financial planning and advances the financial planning profession.

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