FOR IMMEDIATE RELEASE
Date
Contact person(s)
Phone Number

**(Local organization name) JOINS/HOSTS (enter partnership or event) AS PART OF AMERICA SAVES WEEK 2022**

*The annual campaign is focusing on helping Americans build financial resilience.*

(City) – (Enter organization name here) is a proud participant in America Saves Week, an annual national campaign that encourages individuals and families to check-in on their finances by highlighting several key areas that contribute to financial stability; such as saving automatically, preparing for unexpected expenses, retirement, and reducing debt. America Saves Week is February 21 - 25, 2022.

As part of America Saves Week, (organization) will (insert all activities, programs, products, and incentives offered as part of America Saves Week.)

(Quote from public figure or leader – could be government official)
Example – “With so many Americans still feeling the financial distress from the pandemic, this national conversation is timely and needed. We look forward to supporting our community in gaining better savings habits and getting key strategies that enhance their financial wellness journey.”

Throughout the week (organization name) will ( insert participation plans such as social media and marketing campaigns, events, etc.) in an effort to help build a financially resilient community.

(Quote from employee or a local saver)
Example - “(Organization name)’s participation in America Saves Week is a testament to their commitment to their staff and community. We’ll all be better prepared with savings when another emergency arises,” said local saver Trish.

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(Insert your boilerplate)

Since 2007 America Saves Week, coordinated by America Saves and its partners, has been an annual celebration as well as a call to action for everyday Americans to commit to saving successfully. Through the support of thousands of participating organizations, together we encourage our local communities to do a financial check in to get a clear view of your money story and saving behaviors. The America Saves pledge is the online tool that allows savers to set a goal, and make a plan to achieve better financial stability.