



FOR IMMEDIATE RELEASE
February 12, 2013

Contact: Katie Bryan
202-939-1018

Over 750 Organizations Come Together to Promote Saving During America Saves Week

Four ways organizations can help Americans save more with two weeks until America Saves Week

Washington, D.C. – Over 750 organizations have signed up to participate in the 7th annual America Saves Week, taking place February 25 – March 2, 2013, in a nation-wide effort to help people save more successfully and take financial action. With two weeks left until the Week, organizations still have plenty of time to participate. Coordinated by America Saves and the American Savings Education Council, America Saves Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status.

“America Saves Week provides organizations with the opportunity to promote the benefits of saving and encourage people to build wealth,” said Nancy Register, national director of American Saves. “Through the thousands of organizations that participate in the Week, we are able to encourage millions of individuals and families to take financial action.”

Four ways organizations can help Americans save:

- 1. Employers:** encourage employees to save automatically through retirement plans and by signing up for direct deposit and depositing part of each paycheck into a savings account.
- 2. Financial Institutions:** offer no-fee savings accounts with low opening balances (\$25 or less), incentives for making deposits into current accounts, low cost IRAs, CDs or other wealth-building accounts, or offer special emergency savings accounts.
- 3. Government and Non-Profits:** encourage people to save automatically, issue videos and proclamations on saving, develop new partnerships to encourage people to save automatically, and hold a savings fair or workshop.
- 4. Educators and Youth Organizations:** hold motivational presentations, financial education sessions, and other activities that encourage students to take financial action by opening or adding to a savings or wealth building account.

Organizations can visit AmericaSavesWeek.org to sign up, plan activities for the Week, and download free materials and logos. Organizations can also promote the Week through social media by downloading the digital and social media kit and by using #ASW2013.

Visit AmericaSavesWeek.org for a full list of organizations participating in America Saves Week 2013.

Download the digital and social media kit at: <http://americasavesweek.org/images/digitalkit.doc>

#####

America Saves is an initiative of the Consumer Federation of America involving more than 1,000 non-profit, government, and corporate groups that encourages individuals and families to save money and build personal wealth. America Saves Week is coordinated by [America Saves](http://AmericaSaves.org) and the [American Savings Education Council](http://AmericanSavingsEducationCouncil.org). Visit AmericaSavesWeek.org to learn more.