

Your Library's logo goes here

Financial Literacy Month Sample Press Release

Date: Send to local media last week in March

FOR IMMEDIATE RELEASE

CONTACT: [Insert name, phone number, email]

[NAME OF YOUR LIBRARY] UNVEILS NEW FINANCIAL LITERACY SERVICES DURING 2014 FINANCIAL LITERACY MONTH

(CITY)– (Release Date) – [YOUR LIBRARY] joins with federal, state and local agencies and financial literacy organizations to kick-off the Annual Financial Literacy Month with a [lecture series, online service, workshop] that helps people make better decisions about their money by taking advantage of free, unbiased resources offered at the library.

[YOUR LIBRARY] and its community partners are promoting free resources to help consumers better manage money, credit, investments, and debt and learn to avoid identity theft, protect their privacy, and steer clear of financial scams and fraud.

“NAME of LIBRARY is a now a go-to resource in our community for unbiased information about money and investing. Our aim is to help people make well-informed financial decisions for themselves and their families.” said [title and name of your spokesperson, YOUR LIBRARY]. “For many families, money is still tight. More people are turning to us to learn about budgeting, getting out of debt and planning for college or retirement. We’ve got quality information and are eager to help.”

[YOUR LIBRARY] Financial Literacy Month 2014 highlights include:

The programs are supported in part by a grant from Smart investing@your library[®], a partnership between the American Library Association and the FINRA Investor Education Foundation.

MORE INFORMATION VISIT OUR WEBSITE: [YOUR LIBRARY'S URL]

About YOUR LIBRARY boilerplate goes here

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About RUSA, FINRA and the FINRA Investor Education Foundation

The Reference and User Services Association, a division of the American Library Association, is the foremost organization of reference and information professionals who make the connections between people and the information sources, services and collection materials they need. Established in 1876, the American Library Association is the oldest and largest library association in the world. It strives to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. For more information, visit www.ala.org.

FINRA, the Financial Industry Regulatory Authority, is the largest independent regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity through effective and efficient regulation and complementary compliance and technology-based services. FINRA touches virtually every aspect of the securities business—from registering and educating all industry participants to examining securities firms, writing rules, enforcing those rules and the federal securities laws, informing and educating the investing public, providing trade reporting and other industry utilities, and administering the largest dispute resolution forum for investors and firms. For more information, visit www.finra.org.

The FINRA Investor Education Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. For details about grant programs and other FINRA Foundation initiatives, visit www.finrafoundation.org.

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