



A partnership between American Library Association
and FINRA Investor Educator Foundation

KEY MESSAGES

The following key messages can be used in lots of ways in your communications. Feel free to adapt them to your library for your press releases, media interviews and presentations.

- **Libraries are partners for prosperity.** Libraries provide effective, unbiased financial and investor education absolutely free. Working with local agencies and non-profits, the library is a “go-to” hub for effective, unbiased information and presentations.
- **Libraries level the economic playing field.** They offer resources and services that help people of all incomes learn how to make informed decisions about their finances. And it’s all free.
- **People need help navigating today’s economy, and the library is ready to help.** There is a critical need for the financial education resources available through Smart investing@your library[®]. Libraries connect users and play a valuable role in providing unbiased financial and investor education.
- **Public libraries are trusted community resources.** The library is a commerce-free zone. People can find an array of unbiased resources and services to help them make better financial decisions and manage their money without pressure.