

FOR IMMEDIATE RELEASE

Date

Contact person(s)

Phone Number

**(Local organization name) JOINS/HOSTS (enter partnership or event) AS PART OF
AMERICA SAVES WEEK 2021**

Promoting automatic savings to help people reach their savings goals

(City) – As part of America Saves Week 2021, scheduled for February 22 – February 26, 2021 (Enter organization name here) is encouraging its community to take a moment to focus on the importance of emergency savings and saving automatically, in an effort to better prepare Americans for the unexpected, like the Covid-19 pandemic.

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 reeling from the financial crisis caused by Coronavirus, we thought it was important for us to collectively take a look at our finances, recognize where we are currently, where we want to be, and start making a plan to get there— even if it’s just a little bit at a time.

To share how individuals and families can save more successfully by making savings automatic, (organization name) is offering a number of free events as part of America Saves Week. Events include: (insert events)

(Quote from employee or a local saver) “(Organization name)’s commitment to helping the staff become more financially stable is a testament to what type of work environment we have here. 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 'gut-check' on their finances and saving behaviors. The America Saves pledge is the framework that allows savers to set a goal, and make a plan to achieve better financial stability.