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350,000 People Pledge to Save Nearly \$22 Million Through America Saves Program

As we enter the Season of Spending, saving has never been more critical – new AmericaSaves.org website shows consumers how

Washington, D.C. – Today, America Saves, a nonprofit campaign that seeks to motivate, support, and encourage low- to moderate-income households to reduce debt, save money, and build wealth, announced the launch of an all-new, dynamic website. AmericaSaves.org, is solely designed to get people on track for the most important financial decision they can make – to increase their savings – a message that can get lost during the upcoming holiday spending season.

America Saves is stressing the importance of saving over spending and debt accumulation during this holiday season. During the past 12 years, **over 350,000 people have made a personal commitment to save \$21,942,061** by taking the [America Saves Pledge](#). The top five goals for these America Savers are: an emergency fund, education, debt repayment, investment savings, and homeownership. By focusing on saving during this season of spending, America Saves is hoping to prevent the financial holiday hangover in January.

“Thirteen years ago we set out to help people save more successfully. In that time, we have helped hundreds of thousands of people make a plan to reach their debt reduction or savings goals,” said Nancy Register, national director of America Saves. “The newly redesigned AmericaSaves.org will motivate and support individuals to take financial action and save. We know that people, regardless of income level, have the ability to save and AmericaSaves.org reaches thousands of savers each year.”

The redesigned website features an interactive homepage that provides savers with information on setting a savings goal, making a savings plan, and saving automatically – as well as information for organizations that want to encourage savings. The new website also features a “tip of the day” that individuals and organizations can easily share on social media and motivational stories from real savers.

“While we are encouraged by the number of people who have visited AmericaSaves.org and made a commitment to save to date, we know that there is more to be done to make sure that every person has sufficient emergency savings and a plan to build wealth,” added Register. “There are over 40 million low- to moderate-income families in the United States, and America Saves would like to reach as many of those households as we can with the message that saving is important and possible.”

America Saves works with over 1,000 organizations to help people take financial action including: Consumer Financial Protection Bureau, FDIC, U.S. Department of Labor, U.S. Securities and Exchange Commission, Social Security Administration, Office of the Comptroller of the Currency, Bank of America, ING U.S., SunTrust, U.S. Bank, Union Bank & Trust, Wells Fargo Bank, American Express, FINRA Investor Education Foundation, General Mills, and Metlife. In addition to these partners, America Saves runs

Military Saves, a partner in the Department of Defense's Financial Readiness Campaign, and includes nearly 60 local America Saves campaigns representing local, regional, and state wide efforts across the country. These local campaigns promote savings through their communities, sign up individuals as members of America Saves, participate in America Saves Week, and work with financial institutions to provide savings accounts. For a complete list of the organizations that participated in America Saves Week 2013 [click here](#). If your organization wants to participate in America Saves Week 2014, [sign up here](#).

Motivation and Support for Savers

America Saves provides free financial tools, advice, and resources that help Americans from every income level take the steps needed to take charge of their finances and manage money more effectively. When someone takes the America Saves Pledge they receive support to set a goal, make a plan, and save automatically through:

- Text message savings tips and reminders
- Monthly e-mails with savings advice from national experts
- Quarterly American Saver newsletters that feature real saver stories and tips
- 100 bonus credits with SaveUp – a free program that rewards Americans for saving money and paying down their debts

Research from America Saves

- The [2013 Personal Savings Index](#) found that there is greater interest in personal saving, with an aggregate average score of 71 percent, than in saving effort made, at 62 percent. Both scores exceed the score for perceived effectiveness of saving at only 58 percent.
- The [2013 national survey assessing household saving](#) found that only half of Americans have good savings habits and think they are adequately prepared for their financial future.
- The [2012 national survey assessing household saving](#) revealed that having a savings plan with specific goals can have beneficial financial effects, even for lower-income families.

America Saves, managed by the Consumer Federation of America (CFA), is a nonprofit campaign that seeks to motivate, support, and encourage low- to moderate-income households to reduce debt, save money, and build wealth. The campaign is research based and uses the principals of behavioral economical and social marketing to change behavior. Non-profit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. America Saves encourages individuals and families to take the America Saves pledge and for organizations to promote savings year-round and during America Saves Week. Learn more at americasaves.org and americasavesweek.org.