



**PRESS ADVISORY**

Contact: Jack Gillis, CFA, 202-737-0766  
Nevin Adams, ASEC, 202-659-0670

## **THE LATEST DATA ON THE WAY AMERICA SAVES 7<sup>th</sup> ANNUAL SURVEY ON SAVINGS BEHAVIOR TO BE RELEASED**

### *Number of Americans That Have Good Savings Habits is Declining*

Washington, D.C. – America Saves, founded by the Consumer Federation of America, and the American Savings Education Council, founded by Employee Benefit Research Institute, will release the latest survey of America’s savings habits during a press teleconference on Monday, Feb. 24<sup>th</sup> at 12:00 noon EST kicking off America Saves Week 2014. New data released at the press conference will include:

- Some alarming trends in savings preparedness
- Specific data on every day, emergency, and retirement savings practices
- Changes in savings behavior since 2010
- How income relates to savings practices
- How having a plan affects savings results

The event marks the beginning of America Saves Week and the release of the seventh annual survey, a current look at how consumer savings behavior is changing in light of the nation’s economic situation. Coordinating organizations expect to reach tens of millions of Americans during America Saves Week with savings advice, assistance and encouragement to take financial action. As the American economy gets back on its feet, America Saves Week is designed to address some disturbing trends and get consumers back on sound economic footing.

At the press teleconference, America Saves and ASEC will be joined by a diverse group of consumer and financial organizations who will announce a series of national and local programs designed to address America’s savings challenges.

**EVENT:** Press Teleconference: Release of new data on America’s savings practices

**WHEN:** Monday, February 24<sup>th</sup> 12:00 noon Eastern

**CALL IN #:** 1-800-311-9403 and use the passcode: CFACALL

**WEB INFO:** [www.americasavesweek.org](http://www.americasavesweek.org)

**SPEAKERS:** **Dallas L. Salisbury**, Chairman, American Savings Education Council, President and CEO, Employee Benefit Research Institute  
**Stephen Brobeck**, Executive Director, Consumer Federation of America  
**Joseph L. Morale**, Vice President for Student Affairs and Enrollment Services, Wiley College  
**Johnny L. DuPree**, Mayor, Hattiesburg, Mississippi  
**Barbara A. Thompson**, Director, Office of Family Policy/Children and Youth, Office of the Secretary of Defense  
**Stig Nybo**, President, Pension Sales and Distribution, Transamerica Retirement Solutions

**Susan S. Shockey**, National Program Leader, Family and Consumer Economics,  
National Institute of Food and Agriculture/USDA  
**Patricia A. Hasson**, Philadelphia Saves Founding Coordinator, President of Clarifi

**PRESS RELEASE AVAILABLE AFTER 11:30 AM EST 2/24/14 at**  
[www.AmericaSavesWeek.org](http://www.AmericaSavesWeek.org)

*America Saves, a campaign managed by the nonprofit Consumer Federation of America, uses the principles of behavioral economics and social marketing to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during America Saves Week. Learn more at [americasaves.org](http://americasaves.org) and [americasavesweek.org](http://americasavesweek.org).*

**American Savings Education Council (ASEC)**, managed by Employee Benefit Research Institute (EBRI), is a nonprofit national coalition of public- and private-sector organizations undertaking initiatives to raise public awareness about what is needed to ensure long-term personal financial independence. [www.choosetosave.org/asec/](http://www.choosetosave.org/asec/).