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AMERICA SAVES LAUNCHES TEXT MESSAGE SERVICE TO KEEP SAVERS MOTIVATED TO SAVE MONEY

One saver will win \$500 to help them reach their savings goal

Washington, D.C. – America Saves announced today the launch of a new text message service, as part of Financial Literacy Month, that sends savers tips to help them find money to save as well as advice and reminders to help them save for specific goals.

“Studies show that text message reminders are an effective way to help individuals save more successfully and research from America Saves found that having a savings plan with specific goals significantly increases the likelihood that families will save,” said Nancy Register, America Saves National Director. “What better way to remind savers of the goal they set when they take the America Saves pledge than to reach them on the device they use the most.”

When savers take the America Saves Pledge, they choose a savings goal and an amount to save – thereby creating a savings plan. This new text message service will allow America Saves to send custom text messages to help savers save for their specified goal.

Savers can sign up to receive text messages by taking the America Saves pledge at <http://americasaves.org/pledge/text-messages> and checking the box to receive text messages. To encourage even more savers to take advantage of this new service, America Saves is giving away \$500 to help one person reach their savings goal. The contest is open to savers age 18 and older who take the America Saves Pledge and opt-in to receive text messages. The promotion runs between April 1 and April 30, 2013.

“It’s a win-win situation,” said Register. “One lucky person will win \$500 to help them reach their savings goal – and everyone will win by staying motivated to save.”

Savers can also choose to receive monthly and or quarterly e-mails from America Saves when they Pledge to save.

America Saves is committed to finding innovative ways to help individuals and their families succeed financially. **To learn more about this new service and to sign up for text message visit** <http://americasaves.org/pledge/text-messages>

***America Saves**, managed by the Consumer Federation of America (CFA), is a research-based social marketing campaign that seeks to motivate, encourage, and support low- to moderate-income households to save and build wealth. More than 1,000 non-profit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. Learn more at americasaves.org*