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**AMERICA SAVES LAUNCHES NEW SAVER TOOL FOR AMERICA SAVES WEEK**

*8<sup>th</sup> Annual America Saves Week Being Held February 24 - March 2*

Washington, DC – In anticipation of America Saves Week 2014, America Saves has launched a new Assess Your Savings Plan tool as an annual opportunity for individuals to review their current savings strategies and find new ways to save. America Saves Week is a chance for organizations to promote good savings behavior and for individuals to assess their own saving status. The new tool allows individuals to quickly review their savings situation by answering a simple series of yes/no questions and presents them with the next steps to save successfully.

“America Saves Week is the perfect opportunity for individuals to review their financial situation in order to start or increase their savings.” said Nancy Register, Director of America Saves. “With holiday spending behind us and New Year’s resolutions still top of mind, the week is the perfect time to identify a savings goal and put a savings plan in place.”

In addition to the new assessment tool, individuals can test their savings knowledge, read savings stories, and share their savings goal with friends and family during the week, and year round, at [AmericaSavesWeek.org](http://AmericaSavesWeek.org). Individuals can also set a saving goal and make a saving plan by taking the America Saves Pledge.

Over 1,000 organizations nationwide have signed up to participate in America Saves Week at [AmericaSavesWeek.org](http://AmericaSavesWeek.org). From nonprofit organizations to financial institutions and employers, these organizations recognize the importance of saving and hold events, incentivize savings, and share savings information during the week. “If organizations only do one thing for the week they can share the new Assess Your Savings Plan tool with their members, customers, employers, and other individuals to motivate them to save,” said Register.

Assess Your Savings Plan Tool: <http://americasavesweek.org/for-individuals/assess-your-savings-progress>

America Saves Pledge: <http://americasavesweek.org/for-individuals/pledge-to-save>

List of Participating Organizations: <http://americasavesweek.org/about/participating-organizations>

*[America Saves Week](#) is coordinated by [America Saves](#) and the [American Savings Education Council](#). Started in 2007, the Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status.*