FOR IMMEDIATE RELEASE  
Date  
Contact person(s)  
Phone Number

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

*Promoting automatic savings to help people reach their savings goals*

(City) – As part of America Saves Week 2020, scheduled for February 24 – February 29, 2020 (Enter organization name here) is spreading the message of saving successfully and urging its network to encourage people to make savings automatic.   
  
(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 – “America Saves Week is a great opportunity to help people in our community to Set a Goal, Make a Plan, and Save Automatically,” said Governor John Smith.

To encourage people to save more successfully and encourage more people to save, (Organization name) is partnering with (insert partners) to offer our community (insert week’s activities).

To encourage individuals and families to make 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) helped me get my finances under control. Now I have enough money saved in case there’s an emergency down the line,” said local saver Trish.

###

(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.