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ASEC Urges All Americans To Choose to Save During America Saves Week 2010

Washington, DC – As part of America Saves Week 2010, scheduled for February 21 – 28, the American Savings Education Council (ASEC) is spreading the saves message, and urging its network to participate in America Saves Week. ASEC, along with the Consumer Federation of America's *America Saves* campaign, coordinates America Saves Week which joins together thousands of employers, financial institutions, government leaders, and nonprofit organizations to persuade millions of Americans to save and build wealth more effectively.

In addition to inspiring and motivating other organizations to participate, ASEC created and donated several public-service-announcements (PSAs) that promote financial literacy and action. These fun and informational PSAs highlight "SavingsMan" and his strategies for achieving financial success. Available for [download on the internet](#), the Savingsman PSAs will be replayed during America Saves Week on media networks throughout the country including the Armed Force Network.

"ASEC strongly believes that this is the time for individuals to critically examine their own financial situation and goals," said Dallas Salisbury, ASEC Chairman and President/C.E.O. of the Employee Benefit Research Institute. "America Saves Week provides the opportunity for organizations and individuals to come together to promote financial action."

America Saves Week, an annual event first organized in 2007, aims to promote personal savings, improve financial education and provide opportunities to save. Through information, advice and encouragement, educators assist those who wish to pay down debt, build an emergency fund, and save for a home, education or retirement.

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America Saves Week is a nationwide campaign coordinated by the Consumer Federation of America's *America Saves* campaign and the American Savings Education Council (ASEC). More information about America Saves Week is available at www.americasavesweek.org

American Savings Education Council (ASEC) is the leading voice on promoting the issues of saving and retirement planning in America today. The Council brings together public- and private-sector partners to share information on best practices and to collaborate on financial security initiatives.