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Marcia Rhodes, WorldatWork 480-304-6885
Christine Lamitina, America Saves, 202-939-1018

WorldatWork Participates in America Saves Week 2010:
Motivating and Inspiring Employees to Take Financial Action

Scottsdale, AZ – As part of America Saves Week 2010, scheduled for February 21 – 28, WorldatWork is launching a Financial Fitness program for employees.. WorldatWork is a major partner in America Saves Week, a coalition effort led by the Consumer Federation of America's *America Saves* campaign and the American Savings Education Council.

“We support America Saves Week because it's a time to raise awareness of the importance of financial education,” said Marcia G. Rhodes, spokeswoman for WorldatWork. “Employers can maximize the value of retirement benefits by also giving employees the tools and the know-how to empower them to make good decisions.”

The new Financial Fitness program, developed in collaboration with a local consulting firm, will allow WorldatWork employees to complete a confidential online financial assessment. Enrollees receive a financial wellness score along with a personalized report outlining steps to improve their financial situation. One-on-one financial coaching with certified financial planners will also be offered to help motivate and inspire savers.

“We are delighted to welcome WorldatWork as a partner again this year,” said Nancy Register, director of the *America Saves* campaign. “Providing financial education and opportunity for employees has tremendous benefits for organizations and businesses alike.”

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. More information about America Saves Week is available at www.americasavesweek.org

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America Saves is a nationwide campaign run by the Consumer Federation of America that encourages savings among low-to-moderate income households. More information about America Saves is available at www.americasaves.org

WorldatWork is the world's leading not-for-profit professional association dedicated to knowledge leadership in total rewards, compensation, benefits, and work-life. Founded in 1955, WorldatWork focuses on human resources disciplines associated with attracting, motivating and retaining employees. Besides serving as the membership association of the professions, the WorldatWork family of organizations provides education, certification, publications, knowledge resources, surveys, conferences, research and networking.