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America Saves Reaches 200,000 Savers!

Motivating and Inspiring Thousands to Take Financial Action

During America Saves Week (February 21-28, 2010), more than 11,000 individuals committed to taking positive financial action by enrolling as “Savers” in the America Saves campaign or taking the Military Saves savings pledge, bringing total saver enrollment to 200,000. Each one of these 200,000 individuals has committed to taking action in their life by devising a savings goal, the amount they will save per month, and number of months they will save. America Saves provides all Savers with motivation and encouragement to reach their goals, including a brand new interactive savings goal tool that helps individuals track and monitor their progress.

“America Saves is pleased to have reached this important milestone,” said Nancy Register, national director of America Saves. “Many believed low and moderate-income families could not afford to save. Our research and experience has dispelled that notion and shown that everyone, regardless of income, has the ability to reduce debt and build wealth.”

Launched in 1999, America Saves is a nationwide campaign run by the Consumer Federation of America that encourages savings among low-to-moderate income households. America Saves’ broad coalition of nonprofit, corporate, and government groups helps individuals and families save money and build wealth. Through information, advice, and encouragement, we assist those who wish to pay down debt, build an emergency fund, save for a home, save for an education, or save for retirement.

More information about America Saves is available at www.americasaves.org

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