



**NEWS RELEASE**

**For Immediate Release**

**February 22, 2013**

***DEPARTMENT OF FINANCE PROMOTES  
AMERICA SAVES WEEK – FEBRUARY 25<sup>th</sup> THROUGH MARCH 2<sup>nd</sup>***

America Saves Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status and "Set a Goal. Make a Plan. Save Automatically."

Gavin Gee, director of the Idaho Department of Finance, encourages Idahoans to take action to save toward financial goals during *America Saves Week*. "One of the things parents can do for their children is to teach them to save for the future. Do it by example so that your children realize the positive results of a lifestyle that incorporates saving and investing. We want people to learn how to stretch their dollars in a way that will allow them to consistently contribute to their own savings," said Gee.

How do Americans view their financial fitness? The statistics are sobering. Forty percent of Americans say they live beyond their means while half say they live from paycheck to paycheck. The America Saves program encourages all Americans to save money, reduce debt and build wealth. Gee invited Idahoans to visit the America Saves website where they can make a savings commitment and learn additional strategies to save. The Web site can be found at: [www.americasaves.org](http://www.americasaves.org).

America Saves participants in 2013 include financial institutions, state and federal agencies, nonprofit agencies, as well as military, educational, and youth organizations. As a part of America Saves Week the Department of Finance is encouraging participation by Idaho financial institutions. The department also is joining with the Idaho Financial Literacy Coalition in judging piggy banks made by 6<sup>th</sup> grade students at Siena Elementary School in Meridian as encouragement to begin a savings plan. More information about the piggy bank contest can be found at: <http://www.idahoflc.org/piggybank>.

The Department of Finance, a member of the Idaho Military Financial Alliance, (IMFA) also is proud to announce IMFA's upcoming events in its celebration of Military Saves Week.

The Idaho Military Financial Alliance, whose vision statement is to increase awareness of lifelong financial management for its military service members through community resources and statewide efforts, is celebrating Military Saves Week by promoting changes in personal financial behavior through the notion that everyone can "*Start Small, Think Big*." The IMFA will promote savings programs, send out e-mail blasts, and post educational information throughout the week. The IMFA reports that over 128,000 individuals have taken the Military Saves pledge since 2003. The Military Saves Web site can be accessed at <http://www.militarysaves.org>.

"Promoting financial literacy is an on-going effort at the Department of Finance," Gee said. "We are excited to be an America Saves participant with our valued partners in financial education."

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*Department of Finance Press Releases and other information can be found on the department's Web site at <http://finance.idaho.gov> and may also be obtained by contacting the department at (208) 332-8000, or toll-free in Idaho at 1-888-346-3378.*