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## **NEWS RELEASE**

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### **"FACTS ON SAVING AND INVESTING CAMPAIGN" COMES TO IDAHO** "Financial Literacy" Campaign Targets High School Students, Workers

Boise, Idaho . . . Governor Dirk Kempthorne has proclaimed the week of April 25th through May 1st as "Facts on Saving and Investing Campaign Week." In his proclamation, the Governor cited the importance of educating the public about saving, investing and avoiding securities fraud.

Gavin Gee, Director of the Idaho Department of Finance today announced the kick-off of the "Facts on Saving and Investing Campaign." The grassroots campaign, launched by a coalition of government agencies, business and consumer organizations, seeks to motivate Americans to get the facts they need to save and invest wisely, and achieve financial security. Securities regulators from twenty-one nations in North, Central and South America and the Caribbean will also offer investor education programs in their countries during the campaign which runs from April 25 through May 1, 1999.

The campaign's slogan is "Get the facts. It's your money. It's your future." "Financial security starts when you take personal responsibility for your financial well-being. If you pay attention to your money and take charge, you're more likely to gain financial security," Gee said. Idaho regulators will be distributing investor education materials to Idaho high schools and libraries. Additionally, state officials will be available to speak to any groups interested in learning more.

Gee also urged consumers to determine their financial needs in retirement during this week. He encouraged people to fill out the one-page "Ballpark Estimate" that helps people compute what they need to save and invest each year to meet their retirement needs. The "Ballpark Estimate" is available on the Internet at <http://www.asec.org> or by contacting the Department.

Other websites to visit which provide consumer education about investing include <http://www.sec.gov/consumer/cosra/getfacts.html> and <http://www.investoreducation.org> and <http://www.money2000.org>

In addition to investor education materials, the Department provides licensing and complaint information about investment professionals and registration information for securities offerings. Consumers can reach the Department toll-free within Idaho at 888-346-3378 or at (208) 332-8004.