

Sample Press Release

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Attention: Business Editor

For Immediate Release

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Local CPAs Launch Financial Literacy Campaign

(MEMBER'S CITY), (DATE), 2005 — Members of the Florida Institute of CPAs (FICPA) are reaching out to help Floridians struggling with debilitating financial issues get back on solid footing through an American Institute of CPAs national initiative — “360 Degrees of Financial Literacy”.

According to a 2004 survey released by Mason-Dixon Polling & Research, Inc., Floridians are in dire need of financial education. Survey results indicated:

- More than one-third of respondents had more debt than savings or investments
- About 25 percent put nothing aside each month for retirement, while another 25 percent waited until they were in their 40s or 50s
- Almost 1 in 5 reported having suffered a financial crisis due to medical expenses, a job loss, or a divorce
- More than 80 percent had credit cards and more than 50 percent reported debt levels ranging from \$2,000 to \$20,000

CPAs are volunteering across the state to speak to community organizations, civic groups, schools, and retirement facilities about sound financial practices that empower people to

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make better choices and meet their present and future needs. The multifaceted program equips CPAs to provide financial education that covers critical life stages — from childhood to retirement. By taking this life-stage approach, financial literacy volunteers address issues that are truly relevant to people at the time when they need it most.

The “360 Degrees of Financial Literacy” initiative provides local FICPA members with a unique opportunity to improve the lives of fellow Floridians through a proactive public-education campaign.

For information on financial literacy presentations in your community, contact **(INSERT LOCAL CONTACT INFORMATION HERE)**

The FICPA is the professional association representing the interests of more than 18,400 CPAs with over 4,400 offices throughout Florida.

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