FOR IMMEDIATE RELEASE  
  
Contact person(s)  
Phone Number or Email

Website

**(Local organization name) JOINS/HOSTS (enter partnership or event) AS PART OF MILITARY SAVES MONTH**

*Promoting automatic savings to help service members and their families reach their savings goals*

(CITY, date) – As part of Military Saves Month 2021, scheduled for April 1 - 30, 2021 (Enter organization name here) is spreading the message of saving successfully and urging its network to encourage the military community to save money, reduce debt, and build wealth.

This free, virtual event will center around weekly themes of saving automatically, saving for the unexpected, saving to retire, saving by reducing debt, and saving as a family. Military Saves, an initiative of America Saves and the Consumer Federation of America, is the nonprofit organization behind Military Saves Month.

"The work of Military Saves is to encourage the entire military community, including military families and veterans, to save, as we believe that financial readiness is mission readiness,” says Angela Caban, Director of Military Saves.

(Quote from public figure or leader – could be government official) Example – “Military Saves Month is a great opportunity to help people in our community to Set a Goal, Make a Plan, and Save Automatically,” said Governor John Smith.

To encourage service members and their families to save more successfully, (Organization name) is partnering with (insert partners) to offer our community a number of free events as part of Military Saves Month. Events include: (insert events)

(Quote from employee or a local saver) “(Organization name) helped me get my finances under control. Now I have enough money saved in case there’s an emergency down the line,” said local saver Trish.

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(Insert your boilerplate)

Military Saves, a component of [America Saves](http://www.americasaves.org/), seeks to motivate, support, and encourage military families to save money, reduce debt, and build wealth. The research-based campaign coordinated by the non-profit Consumer Federation of America (CFA), uses the principles of behavioral economics and social marketing to change behavior. Military Saves encourages the entire military community to take the [Military Saves Pledge](file:///C:\Users\jacki\Downloads\bit.ly\mspledge) and for organizations to promote savings year-round, and especially during Military Saves Month in April. Military Saves also works with government agencies, defense credit unions, military banks, and other non-profit organizations to promote savings and debt reduction. For more, please visit [MilitarySaves.org](http://www.militarysaves.org/).