## **Sample Press Release**

April XX, 2021 (City, State) – April is Financial Literacy Month. A dedicated time to reflect on the state of financial education in local communities and across the nation. Treasurer XX is dedicated to the financial wellness of XX.

With 2020 in the rearview mirror, it is more important than ever to evaluate the financial aptitude of the country. According to the [Economic Policy Institute](https://www.epi.org/blog/women-have-been-hit-hard-by-the-coronavirus-labor-market-their-story-is-worse-than-industry-based-data-suggest/), in the early weeks of the coronavirus crisis, women filed nearly 59% of unemployment claims, despite being half of the labor force. For those who have served our country, more than 3 in 4 veterans have some financial worries, most commonly a lack of savings to cover retirement and other needs according to the [National Foundation for Credit Counseling](https://www.nfcc.org/wp-content/uploads/2019/05/NFCC_Pioneer_Military_Survey_DATASHEET_and_KEY_FINDINGS_0517141.pdf). State Treasurers are well appointed in their community to address this need.

*{Quote from Treasurer XX}*

The National Association of State Treasurers (NAST) have provided tools for the continued financial education of government employees. Brought together by this shared mission, the Center for State and Local Government Excellence, the International Public Management Association for Human Resources and the NAST Foundation, funded by Wells Fargo developed the [Financial Wellness Education and Support Program](https://nast.org/financialwellness/). This program published a toolkit for speakers and conferences on the topic as well as booklet walking through several stages in a person’s financial journey.

*{Insert Local Financial Education Program}*

For more information on the Financial Wellness Educations and Support Program, email XX at XX. To contact the Office of XX State Treasurer, please call XX or email XX.

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