



America Saves Week is February 19 – February 26, 2012.
Go to www.americasavesweek.org and learn how you and your organization can participate.

New Feed the Pig PSAs and Resources Available

The following comes from ASEC Partner, [American Institute of Certified Public Accountants](#).

This week the next phase of the award-winning [Feed the Pig](#) campaign launched with the release of new TV, radio, print, web and outdoor public service announcements. Through this effort, the AICPA, state CPA societies and the CPA profession, in partnership with the Ad Council, are improving the financial behaviors of young adults, ages 25-34, by encouraging them to save more. Feed the Pig is an extension of [360 Degrees of Financial Literacy](#), the CPA profession's volunteer effort to improve the financial understanding of Americans of all ages.

To prepare for this phase of the campaign, the AICPA and Ad Council conducted extensive research on the mindset and behavior of the target audience. The resulting research revealed that, while many young adults experience stress and anxiety over their personal financial situations, they also experience positive emotions when in control of their finances. In response, the PSAs feature the iconic Benjamin Bankes and share the message, "Put away a few bucks. Feel like a million bucks."

View the [new PSAs](#) and the [Behind the Scenes](#) on the Making of Feed the Pig.

In addition to the new PSAs, free tools to help the Feed the Pig target audience change their financial behaviors and save more include:

- Calculators, interactive tools and articles on feedthepig.org
- Weekly savings tips, text messages and pay day reminders—sign up on feedthepig.org
- Financial guidance, including tips from CPAs, shared via [Facebook](#) and [Twitter](#)
- Local financial education events organized by state CPA societies

Please share these resources and visit our [Facebook page](#); "like" us, if you haven't already, to join our online community.

Contact [Melora Heavey](#), Senior Manager—Communications, for more information.