



**America Saves Week is February 21 – February 28, 2010.
Go to www.americasavesweek.org and learn how you and your organization can participate.**

Two Announcements from ASEC

The following are two announcements from ASEC: 1) [Investor Education Fund](#) in Ontario, Canada "Funny Money Cartoon Series" and 2) Social Security's Financial Literacy Research Consortium.

Investor Education Fund (IEF) in Ontario, Canada "Funny Money Cartoon Series":

ASEC has worked with the IEF in Canada as well as education efforts in other nations. IEF recently released the initial segments of this new effort to educate with humor. We will feature the segments, and those developed in the future, on www.choosetosave.org.

Established by the Ontario Securities Commission (OSC), the IEF helps people make effective use of financial information. OSC, the province's securities regulator, funds IEF through OSC enforcement settlements. IEF operates separately from the OSC, as it has its own Board of Directors.

ASEC is assisting IEF in the promotion of a new series of PSAs, The Funny Money Cartoon Series. We urge you to find uses for the segments and to promote them to others. The IEF website also has many other useful materials. Some are specific to Canada, but most show that financial education has common elements that know no borders. The first two cartoons are:

- Funny Money Get it on Credit -- The cartoon that teaches you what you need to know about credit cards. This is a great way to spend 3 minutes being entertained while learning about credit cards, payment terms, compound interest and credit scores.
- Funny Money Building Long-Term Wealth -- This cartoon teaches you a few basic concepts about building wealth. It shows you the difference between things that lose their value, things that grow in value and why you should care.

Additional PSAs will be completed by early 2010. We encourage you to watch these PSAs and forward them on to your contact list. Those heading off to college next year with their first (?) credit card should watch the credit segment daily for best results.

[Social Security's Financial Literacy Research Consortium:](#)

Many ASEC partner organizations have expertise in a component of financial literacy. Social Security's research consortium is an opportunity for ASEC partners to work together to form a center for financial literacy research. ASEC will not be seeking funding in the effort in order to stick with our approach of being a non-competitive, supportive and helpful resource for all

financial education efforts and our partners. ASEC will assist Center's that SSA does fund in whatever way possible and will promote the findings and products of the centers.

Sincerely,

The ASEC Team:

Dallas Salisbury, Chairman

Ken McDonnell, Program Director

Elisabeth Buser, Program Associate and Director, New Media

Alicia Willis, Communications Associate