



DEPARTMENT OF THE TREASURY
WASHINGTON, D.C.

SECRETARY OF THE TREASURY

July 13, 2000

Dear Public Service Director,

Like most Americans, many in your community are living longer and retiring earlier. In fact, the retirement spans for many people are now approaching half or more of their working lives. Yet they are not preparing for their future by setting aside adequate savings.

Too many Americans lack the basic financial knowledge necessary to prepare them for the future. That is why I am asking for your help.

You can help inform your viewers of ways to get valuable information on saving for the future by airing the enclosed Public Service Announcements from the National Partners for Financial Empowerment (NPFE).

The NPFE is a growing coalition of America's leading non-profit groups, business organizations, and federal, state and local government agencies with one simple, but essential goal: to help improve personal finance skills, particularly in the area of money management and savings.

Four NPFE partners – the American Savings Education Council, the Employee Benefit Research Institute, the Social Security Administration and the Treasury Office of U.S. Savings Bonds – are launching this national PSA campaign to raise awareness of the importance of savings and financial planning.

The enclosed PSAs reach out to all income and ethnic groups. They provide important basic information about savings and financial planning that the public does not know, according to the 2000 Retirement Confidence Survey.

I hope you will help your audience by airing these important PSAs as often as possible.

Sincerely,

Lawrence H. Summers