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Employee Benefit Research Institute Launches New Website and Branding

Initiative Aligns With Organization's 40th Anniversary, Designed to Increase Engagement

Washington, D.C. – November 26, 2018 – EBRI, a private, nonpartisan, nonprofit research group, announced today the launch of its newly designed website www.ebri.org. The completely revamped website features a streamlined and simplified design and improved functionality and navigation while preserving its robust content areas designed to help employee plan sponsors, financial advisors, and policy makers make well-informed decisions about retirement, health care, and financial wellness issues.

“We are enthusiastic about the debut of our new website and refined look and feel to our members and partners, as well as the media, policymakers, and academicians who are looking to understand employee benefits, ultimately providing for a more financially secure future for all Americans,” said Lori Lucas, CFA, President and CEO, Employee Benefit Research Institute. “This website redesign showcases our commitment to providing our members with increased value and will enhance our ability to develop and disseminate quality research. Our new look will reinforce that EBRI embraces its heritage of excellence while continuing to be future-focused and ready to inform and guide the next generation of employee benefits professionals, policymakers, and workers.”

EBRI is celebrating its 40th anniversary, with its founding coinciding with major changes to the nation’s retirement system, including an increased reliance on defined contribution plans. “EBRI was created to provide unbiased research to help navigate these changes, and stands firm to that mission forty years later,” said Lucas. “EBRI’s new website will be regularly updated with news, research, and tools for those in the employee benefits field, including presentations, infographics, and more.” Visitors are encouraged to explore the new website and sign up for EBRI’s newsletter.

Download the new logos:

https://www.ebri.org/images/default-source/logos/ebri_logo.png

https://www.ebri.org/images/default-source/logos/ebri_logo_hor.png

<https://www.ebri.org/images/default-source/logos/40yrs.png>

About EBRI:

The Employee Benefit Research Institute is a private, nonpartisan, nonprofit research institute based in Washington, DC, that focuses on health, savings, retirement, and financial security issues. EBRI does not lobby and does not take policy positions. The work of EBRI is made possible by funding from its members and sponsors, who include a broad range of public, private, for-profit and nonprofit organizations. For more information go to www.ebri.org