



EBRI News

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‘Savingsman’ PSAs Capture 3 Regional Emmy Awards

WASHINGTON—Public service announcements featuring “Savingsman,” the high-flying champion of saving and planning for retirement, have received three 2007 Emmy awards from the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences. The public service announcements are sponsored by Choose to Save® (CTS, www.choosetosave.org), a national education program of the nonpartisan Employee Benefit Research Institute (EBRI) Education and Research Fund and its American Savings Education Council (ASEC).

Decked out in green tights, red shorts, and a dark flowing cape, “Savingsman” dashes across television screens like a speeding bullet offering tips on how to save for retirement. His exploits, along with those of his trusty companion, the dog 401k-9, received regional Emmy awards this year in three areas: community/public service advertisement campaign; editing; and writing.

“This is the sixth year that PSAs sponsored by Choose to Save® have won regional Emmy awards,” said EBRI President Dallas Salisbury. “We thank the academy for this recognition and we hope that those who see these PSAs have a better idea of why saving and planning for retirement are important and what they can do about it.”

The winners were announced Saturday (June 16) at an awards dinner in Washington. The National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences is a nonprofit, professional organization serving the Maryland, Virginia, and Washington, DC, television community. The Academy's Emmy Award® is the industry's benchmark for the recognition of television excellence.

In the public service announcements, “Savingsman” often uses humor to convey a serious message. He advises his viewers they should use a free retirement planning tool, the Ballpark E\$timate®, to get a fix on their retirement goals and needs. (The Ballpark E\$timate® is available on the Choose to Save® Web site, at www.choosetosave.org/ballpark/). He also suggests viewers enroll in savings plans at work or open an individual retirement account (IRA), and, when possible, cut spending to make money available for retirement savings or to avoid credit card debt.

The Emmy and Telly award-winning Choose to Save® public education and outreach program is dedicated to raising awareness about the need to plan and save for long-term personal financial security. The Ballpark E\$timate® is an easy-to-use worksheet that helps individuals quickly identify approximately how much they need to save to fund a comfortable retirement. The Ballpark worksheet takes complicated issues like projected Social Security benefits and earnings assumptions on savings, and turns them into language and mathematics that are easy to use in setting up savings goals.

“Savingsman” was produced by WJLA-ABC 7 in Washington and has been distributed by the National Association of Broadcasters and other media organizations. All “Savingsman” public service announcements are archived and are available free on the CTS Web site, <http://www.choosetosave.org/psaplayer/index.html>, along with all previous CTS video public service announcements. The Choose to Save® PSA campaign is underwritten by Fidelity Investments.

The Employee Benefit Research Institute is a private, nonprofit research institute based in Washington, DC, that focuses on health, savings, retirement, and economic security issues. The EBRI Education and Research Fund carries out scientific and education programs, including the American Savings Education Council and Choose to Save®. EBRI does not lobby and does not take policy positions. www.ebri.org

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