



EBRI News

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‘Savingsman’ PSA Captures National Emmy Award

WASHINGTON—“Savingsman,” featuring the high-flying champion of saving and planning for retirement, has won the 2007 Emmy Award[®] for local public service announcements (PSAs) from the National Academy of Television Arts & Sciences.

The “Savingsman” PSA series is 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).

“This is a wonderful way to celebrate the 10th anniversary of what is now the longest-running savings education campaign in history,” said EBRI President Dallas Salisbury. “We thank the national academy for this recognition and we thank all of those who have worked on this project to make this possible.”

The National Academy of Television Arts & Sciences announced the award Friday (Nov. 9) at a luncheon in New York; its announcement is online at http://www.emmyonline.org/mediacenter/public_0607_winners.html. The Academy's Emmy Award[®] is the industry's benchmark for the recognition of television excellence.

The national award capped a very successful year for the “Savingsman” public service announcement. Earlier this year, the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts & Sciences gave the PSA awards in three regional categories—community/public service advertisement campaign, editing, and writing.

Dressed in bright 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. “Savingsman” and his trusty companion, the dog 401k-9, often use humor to convey a serious message. Among other things, they advise viewers they should use a free retirement planning tool, the Ballpark E\$estimate[®], to get a fix on their retirement goals and needs. (The Ballpark E\$estimate[®] is available on the Choose to Save[®] Web site, at www.choosetosave.org/ballpark/). They also suggest 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\$estimate[®] 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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