



Choose to Save[®] A Public Education Campaign

Saving for your future and knowing how to save for your “golden years” is like anything else important in your life – it requires planning. That’s why the Choose to Save[®] (CTS) public education campaign was created in 1996: To promote the idea that saving today is vital to a secure financial future, and to help all individuals achieve their goals.

The nationally known, Emmy Award[®] – winning CTS program uses a full spectrum of media: television, radio, print, Internet, transit rail and bus ads, conferences – and more – to carry the Choose to Save[®] message. The CTS Web site (www.choosetosave.org) provides consumers with a wide variety of free savings tools and information to help them plan for all aspects of their financial security including:

- The award-winning *Ballpark E\$timate* retirement planning worksheet that quickly helps you estimate how much you will need to save for retirement.
- Interactive financial calculators to assist with such topics as budgeting, credit, home mortgages.
- Downloadable public service announcements and programs, including episodes of our hero *Savingsman* and his trusty companion, the dog 401k-9, created to educate and inspire individuals to save and plan financially for their future.
- Helpful materials and brochures focused on issues such as *Saving for Your Family’s Future*, *Just Starting Out*, *Why Open an IRA*, *The Magic of Compounding*, and much more!
- *Mission Retirement*, our latest DVD, can be used for employee and public education. Separated by episodes of our *Savingsman* PSAs, the 5 topical segments—It’s Your Responsibility, How Big a Nest Egg?, Life is Unpredictable, The Retirement Decision, and Living Longer—may be used as a whole or individually as a valuable, educational resource for Americans of all age groups.

Choose to Save[®] is sponsored by the nonprofit, nonpartisan Employee Benefit Research Institute Education and Research Fund (EBRI-ERF) (www.ebri.org) and one of its programs, the American Savings Education Council (ASEC) (www.asec.org). The Website, public service announcements and materials development have been underwritten through generous grants and additional support from EBRI members and ASEC partner institutions.

For more information on Choose to Save[®] please visit www.choosetosave.org or e-mail info@choosetosave.org or call (202) 659-0670