

Greetings, all!

The following update comes from ASEC Mission Partner [Rutgers Cooperative Extension](#).

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For Immediate Release

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### ***15-Week America Saves Challenge Begins February 21***

*America Saves* is a national campaign that encourages individuals and families to save money, reduce debt, and build wealth. As part of *America Saves Week* (February 22-27, 2016), the Cooperative Extension system launched a *15-Week America Saves Challenge*. This free fifteen-week program began Sunday, February 21<sup>st</sup>. At the end of the Challenge, Saturday, June 4, 2016, participants who completed the personal savings challenge are asked to submit a photo and information documenting their results. A drawing for prizes will be available to these Savers.

There is no cost to participate in the *15-Week America Saves Challenge*. Simply register online at <http://bit.ly/15WeekMoneyReg>. You will be asked to provide four pieces of information: your name, e-mail address, state of residence, and the dollar amount that you plan to save. Next, set a personal savings goal and decide which *15-Week America Saves Challenge* you will participate in: Basic or “Hard Core” or another personal savings goal. See <http://bit.ly/15WeekMoneyChallenge> for details about the Challenges.

The *Basic Challenge* includes five weeks of \$10 savings, five weeks of \$20 savings, and five weeks of \$30 savings, resulting in a total accumulation of **\$300**. The “*Hard Core*” Challenge starts with a \$10 weekly deposit and ramps up the savings deposit by \$5 per week for a final deposit of \$80, resulting in a total accumulation of **\$675**. These dollar amounts are a guideline; Challenge participants can save more or less than the suggested amounts, as desired.

Participants will be sent a tracking form (spreadsheet) to keep track of their weekly savings. They will also receive a weekly e-mail with motivational messages. At the end of the Challenge, participants will send an e-mail to the program sponsor (University of Florida IFAS Extension) with a copy of their completed spreadsheet and a photo of themselves with their savings. Specific instructions will be provided to those who register.

Persons completing the steps described above will be entered into a drawing to win three gift cards worth **\$200, \$150, and \$100**. Challenge winners will be announced and prizes awarded during the week of June 6, 2016.

Saving any amount of money as part of the *15-Week America Saves Challenge* is a great way to get started on the path to increased personal wealth and financial security. Any amount of savings is better than done. The *15-Week America Saves Challenge* was funded with an *America Saves Week* mini-grant provided to the University of Florida IFAS Extension and Rutgers Cooperative Extension by the

Consumer Federation of America, with funding from the Bank of America Charitable Foundation. For further information and questions about the *15-Week America Saves Challenge*, contact Elaine Courtney at [ecourtne@ufl.edu](mailto:ecourtne@ufl.edu).