



# NEWS

**FOR IMMEDIATE RELEASE**

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## **The Financial Planning Association of the Philadelphia Tri-State Area Teams Up With Philadelphia Saves Program**

Philadelphia, PA (October 4, 2005) – **Mark your calendar now!** The Financial Planning Association of the Philadelphia Tri-State Area (FPA – PTSA) is partnering with Philadelphia Saves for “Money Matters!” on Tuesday, October 4<sup>th</sup> and Wednesday, October 5<sup>th</sup> from 5:30-6:30pm at the ING DIRECT Café on the corner of 17<sup>th</sup> and Walnut Streets. “Money Matters!” is a program designed to educate people about the importance of financial planning.

During the presentation attendees will learn the basics of financial planning and its benefits throughout various stages of life. In addition, attendees will learn a variety of budgeting and saving tips, and discover the best way to save for the retirement of their dreams. Financial planning can be useful for all individuals and the goal of the presentation is to give attendees the tools to better understand their finances.

“We are very excited to be partnering with Philadelphia Saves during National Financial Planning Week,” said FPA-PTSA President, Don Nicholson. “These events are a great way for people to learn the best ways they can save and how a program like Philadelphia Saves can positively impact their lives.” Financial Planning Week is taking place October 3-9 and the FPA - PTSA, in conjunction with other chapters from the Financial Planning Association’s (FPA) nation-wide network of more than 100 local chapters, is sponsoring a series of public events and educational seminars aimed at helping individuals discover the value of financial planning and better understand the financial planning process.

The Financial Planning Association (FPA) is the membership organization for the financial planning community. Its members are dedicated to supporting the financial planning process in order to help people achieve their goals and dreams. FPA believes that everyone needs

objective advice to make smart financial decisions and that when seeking the advice of a financial planner; the planner should be a CFP® professional.

Philadelphia Saves is a coalition of over 30 Philadelphia area financial institutions, and non-profit, community, and government agencies who are dedicated to helping low and moderate income individuals save money and build wealth for their future. Philadelphia Saves, managed locally by Consumer Credit Counseling Service of Delaware Valley, is part of the national “America Saves” which has developed over 50 savings campaigns throughout the country. Philadelphia Savers receive a variety of free financial resources including, one-on-one wealth coaching, a phone consultation with a Certified Financial Planner, savings and wealth building workshops, newsletters with money saving tips, and free or low-fee savings accounts at any of the eight participating financial institutions.

For more information on making this event a tri-state success or to join the FPA in National Financial Planning Week, please contact Christen Rice of Perception, Inc. at 301-963-7555 or [christen.rice@perceptiononline.com](mailto:christen.rice@perceptiononline.com).

#### **ABOUT THE FPA – PTSA**

The Financial Planning Association – Philadelphia Tri-State Area (FPA-PTSA) is the not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA-PTSA consists of over 1,000 active members from Philadelphia, Delaware and Southern New Jersey.

#### **About Philadelphia Saves**

Philadelphia Saves is a local campaign to encourage savings and wealth building in low-moderate income households throughout the Greater Delaware Valley. The overall goal of Philadelphia Saves is to motivate individuals to save and build wealth by working towards a specific savings goal. For more information on Philadelphia Saves, contact Alethia Calbeck, Program Manager, at 215-563-5665 ext. 3321.

#### **About ING DIRECT**

Headquartered in Wilmington, Delaware, ING DIRECT (the operating name of ING Bank, fsb) offers high-value financial products such as the Orange Savings Account and the Orange Mortgage direct to consumers online and over the phone. The innovative ING DIRECT Cafés in Philadelphia, Wilmington, Del., New York and Los Angeles give visitors the chance to experience the ING DIRECT brand, take advantage of free Internet service, and learn more about how to save their money with ING DIRECT. For product information or to open an account, visit [ingdirect.com](http://ingdirect.com) or call 1-800-ING-DIRECT.

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