



**State of Wisconsin**  
*Department of Financial Institutions*

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Tony Evers, **Governor**

Kathy Blumenfeld, **Secretary**

**FOR IMMEDIATE RELEASE:**

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## **Wisconsinites Encouraged to Build Personal Savings During America Saves Week**

MADISON, Wis. – As part of [America Saves Week 2020](#), scheduled for Feb. 24-29, the Wisconsin Department of Financial Institutions (DFI) is spreading the word about the importance of saving and encouraging Wisconsinites to make saving a part of their daily lives.

“America Saves Week is a great opportunity to lay the groundwork for financial security by setting a saving goal, making a plan, and getting in the habit of saving,” said DFI Secretary Kathy Blumenfeld. “Being a regular saver can help people achieve their goals whether it’s buying a car, paying for college, purchasing a home, or planning for retirement.”

Through the support of participating organizations, such as these [Wisconsin groups](#), millions of Americans will do a ‘gut-check’ on their personal finances and saving behaviors by taking the [America Saves Pledge](#). Through this pledge, savers set a goal and create a simple savings plan that works.

After completing the pledge, America Saves will provide short email and text reminders as well as resources and tips to keep savers on track toward their saving goals. In addition, America Saves will provide information on the following daily themes throughout America Saves Week:

- Feb. 24: Save Automatically
- Feb. 25: Save with a Plan
- Feb. 26: Save for the Unexpected
- Feb. 27: Save to Retire
- Feb. 28: Save by Reducing Debt
- Feb. 29: Save as a Family

Launched in 2007, America Saves Week, coordinated by America Saves and its partners, is an annual opportunity for organizations to promote good saving behaviors and for individuals to assess their own saving habits. To learn more, visit [www.AmericaSaves.org](http://www.AmericaSaves.org), and become part of an entire community of savers.

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