

FINANCIAL PLANNING DAYS

Financial Planning Association • Foundation for Financial Planning • CFP Board of Standards • U.S. Conference of Mayors

Uniting to Provide Pro Bono Financial Education and Advice to Underserved Populations

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National Organizations Unite to Provide Free Financial Education to Underserved Populations via *Financial Planning Days* throughout the U.S.

DENVER, Colo. and WASHINGTON, D.C. — The Financial Planning Association® (FPA®), the Foundation for Financial Planning, Certified Financial Planner Board of Standards (CFP Board) and the U.S. Conference of Mayors announced a major initiative to provide free financial education and programming to underserved populations throughout the U.S. The first-of-its kind effort is slated to involve thousands of financial planners and consumers with the support of numerous cities in a series of “*Financial Planning Days*” scheduled for October 2010.

Through a series of clinics, qualified and experienced financial planners will provide free, no-strings-attached, financial advice and education to underserved communities, young adults and individuals facing special life circumstances or crises.

“There are millions of Americans who need trusted financial advice, but who do not have easy access to it. Combining the collective resources of four prominent organizations with proven track records in consumer financial outreach allows us to offer a much-needed solution, teach communities about the financial planning process, and empower individuals in need with information to help improve their financial situations,” said the *Financial Planning Days* organizers. “Our groups – and the thousands of stakeholders we represent – are committed to making a positive impact on as many Americans as possible to help them reach their financial goals.”

The *Financial Planning Days* program will be held in U.S. cities identified by the U.S. Conference of Mayors; powered by the financial planning communities of FPA and the CFP Board; and supported by key funding from the Foundation of Financial Planning. The initiative will be coordinated with the U.S. Conference of Mayors National DollarWise Campaign, as well as long-running public outreach efforts by FPA, CFP Board and the Foundation.

About FPA

The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who need, support and deliver professional financial planning. FPA demonstrates and supports a professional commitment to education and a client-centered financial planning process. Based in Denver, Colo., FPA has 97 chapters throughout the country representing tens of thousands of members involved in all facets of providing financial planning services. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations, FPA is the community that fosters the value of financial planning and advances the financial planning profession. For more information about FPA, visit www.FPAnet.org or call 800.322.4237.

About CFP Board

The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® certificants and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements. CFP Board currently authorizes more than 61,000 individuals to use these marks in the United States. For more about CFP Board, visit www.CFP.net.

About Foundation for Financial Planning

The mission of the Foundation for Financial Planning is to help people take control of their financial lives by connecting the financial planning community with people in need. The Foundation funds programs that provide pro bono financial planning, and connect volunteers through the involvement of the financial planning and services community. The Foundation strives to help people who are underserved by the market, in need of financial guidance, or in a financial crisis. The Foundation aims to improve the lives of all Americans through access to pro bono financial planning and financial life skills education to provide those at all socio-economic levels with the knowledge to control their financial lives and opportunities to obtain unbiased financial advice in time of crisis and disaster. For more information about the Foundation for Financial Planning, visit www.foundation-finplan.org.

About the U.S. Conference of Mayors

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,204 such cities in the country today. Each city is represented in the Conference by its chief elected official, the mayor. More information about the Conference is available at www.usmayors.org.

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