Take Charge America Joins National Effort to Raise Awareness about Personal Savings
America Saves Week designed to educate consumers about the importance of savings, methods for reaching savings goals

PHOENIX – (Feb. 3, 2011) – Take Charge America, Inc. is proud to announce it’s participating in America Saves Week from Feb. 20 to 27, a national effort to raise awareness about the importance of savings.

According to America Saves, most Americans do not have adequate savings to meet major emergencies, let alone accumulate enough savings for retirement. The typical American household has less than $100,000 in net wealth, including home equity and 401k accumulations, and only about $10,000 in net financial assets. Lower income families have much fewer resources.

America Saves was found in 2001 to encourage non-saving Americans to save through a social marketing approach. About 1,800 organizations in more than 50 local areas participate in America Saves Week, and have successfully encouraged and assisted hundreds of thousands of savers. To learn more, visit America Saves on Twitter and Facebook.

Consumers can find a variety of savings resources at America Savings Week, including a savings quiz, progress assessment and e-mail reminders. Additional savings and debt resources, such as The Budget Doctor®, can be found at the Take Charge America Education Center.

About Take Charge America, Inc.

Take Charge America, Inc., a non-profit financial education, credit counseling and debt management agency, is dedicated to helping consumers nationwide improve their financial futures. It partners with creditors, credit unions, employers, government groups and educational institutions to reach different segments of the population experiencing a variety of financial challenges. Since its founding in 1987, the company has grown from three to nearly 400 employees. It has helped more than 1.5 million consumers nationwide manage their personal finances and debts. For more information on Take Charge America, visit www.takechargeamerica.org or call (888) 822-9193.

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