



Ruth Brock
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News Release

Become an Alabama Saver in 2010

With the New Year here, many Alabamians look back on the past months and find things we would like to improve. Some create resolutions to set the course for a happy, healthier new year. Often, one of those resolutions is to save money.

"This can be difficult, but free assistance is available to arm you with the right tools to get on track," says Ruth Brock, a regional Extension agent in Consumer Science and Personal Financial Management with the Alabama Cooperative Extension System. Become an Alabama Saver!

What is Alabama Saves? It is an initiative aimed at bringing together many Alabama institutions and organizations in a combined effort to increase financial awareness.

"Our Alabama goals are to establish a statewide Alabama Saves Coalition to encourage citizens to take positive steps toward improving their financial position and to enroll 1,000 savers in Alabama in 2010," says Brock.

America Saves is a national campaign, founded by the Consumer Federation of America and supported by the Alabama Cooperative Extension System. There are more than 50 campaigns across the nation with 1,000 organizations contributing support and more than 180,000 people pledging to save money and reduce their debt.

According to the Bureau of Economic Analysis, U.S. Department of Commerce, Americans are saving 6.9 percent after taxes since May 2009. This is greater than the past savings rate of less than 1 percent in 2005 through 2007.

More people are also looking for free or low-cost resources to get a handle on their own finances.

Individual savers find the campaign useful when making financial goals a reality. Making a financial goal is all that is required. This gives a saver access to financial education classes, low-cost banking services, certified financial counselors and monthly newsletters on saving and debt reducing tips.

For more information on the America Saves program, visit: www.americasaves.org or contact Regional Extension Agent, Ruth Brock, at the St. Clair County Extension office at (205) 338-9416.