

1,300 PARTICIPATED IN “DASH FOR THE STASH” INVESTOR EDUCATION AND PROTECTION CONTEST IN LOCATIONS IN SEVEN STATES AND D.C.

IRA Contributions Provided to 15 Participants in “Scavenger Hunt”-Like Contest Organized by Investor Protection Institute and State Securities Agencies.

WASHINGTON, D.C. – February 7, 2018 – A total of 138 public libraries and other locations in seven states – Alaska, Florida, Iowa, Kentucky, Ohio, Pennsylvania, Wyoming – and the District of Columbia took part in the 2017 *DASH for the STASH* investor education and protection program and contest conducted by the Investor Protection Institute (IPI) and state securities agencies.

The unique, “scavenger hunt”-like contest attracted an estimated 1,300 individuals at participating locations who learned and then were quizzed about key investing topics: financial fraud, building a nest egg, selecting financial advisers, and the cost of investment fees. From the total pool of 346 people submitting completed responses at host locations in participating jurisdictions, 171 people submitted correct responses. Of the correct responses, eight individuals – one in each participating jurisdiction – were randomly selected to receive \$1,000 IRA contributions.

New to the 2017 DASH for the STASH program was the online version which was open to all members of the public including those participating in the state contests. The national online version ran for seven months from April 1st through October 31st and operated in a video game format. From the total pool of 184 people submitting completed responses in the online version, there were 53 correct entries. Of the correct responses, seven winners – one winner per month – were randomly selected to receive \$150 IRA contributions.

In addition to IPI, the 2017 program involved the efforts of the Alaska Division of Banking and Securities, the District of Columbia Department of Insurance, Securities and Banking, the Florida Office of Financial Regulation Securities Division, the Iowa Insurance Division, the Kentucky Department of Financial Institutions, the Ohio Division of Securities, the Pennsylvania Department of Banking and Securities and the Wyoming Secretary of State’s Office.

IPI President and CEO Don Blandin said: **“The 2017 program is our fourth year running the DASH and one of our highlights each year is hearing what the winners learned about saving and investing for their financial future. Some winners set up their IRA as a result of the DASH and are starting on their investing journey while other winners saw the DASH as a way in which to grow their current IRA and reassess their retirement plan. We are honored to collaborate with State Securities Administrators, public libraries, workplaces and community organizations dedicated to educating their communities. The investor education content offered through the DASH can be referenced by individual investors throughout the year and utilized in various education initiatives offered by our DASH partners. We are committed to staying connected with all involved in the 2017 DASH program and being a resource for their investor education and protection needs.”**

The eight winners from the DASH host location version, ranging in age from 26-52, of \$1,000 IRA fund contributions are:

- **Alaska:** A 38 year-old female in Juneau, Alaska said: “I enjoyed the open and straightforward opportunity to learn about investing. The posters are fun, the class by Alaska’s Division of Banking and Securities was an informative and relaxed place to learn and ask questions without getting biased answers, and the staff at IPI are helpful, friendly, and willing to share great information.” (Winner entered contest at the Alaska State Library.)
- **District of Columbia:** A 32 year-old female in Washington, D.C. said: “DASH for the STASH is a great way to let people know how they can invest. Some of the stats shown on the posters were reasons I had not previously invested (e.g. fees that investment managers charge). I didn’t have an IRA before DASH, but now I do and it was easy to set up. I had

always let my employer put whatever they wanted into my 401K and really just thought of it as free money. Reading up, I found out that an IRA can be directed into all types of investments. I'm still deciding which investments to make but I am happy to have an IRA." (Winner entered contest during Glover Park Day at Guy Mason Recreation Center.)

- **Florida:** A 33 year-old male in Orlando, Florida said: "The DASH for the STASH posters were aesthetically pleasing. The investor education and the protection information was clear, concise and very informative. I believe everyone should start investing early and consistently." (Winner entered contest at Orange County Public Library.)
- **Iowa:** A 37 year-old male in Urbandale, Iowa said: "I found the DASH for the STASH fun and very informational. The posters were full of financial information and descriptions that helped me understand different options for our money to work for us." (Winner entered contest at Baker Group.)
- **Kentucky:** A 31 year-old male in Dover, Kentucky said: "The earlier you start investing, the more you can gain. That's why I like DASH for the STASH - because of what I learned today, it will have an even greater impact on me for years to come!" (Winner entered contest at Mason County Public Library.)
- **Ohio:** A 34 year-old male in Metamora, Ohio said: "DASH for the STASH was a great way for my wife and me to brush up on our investing knowledge and use that information to assess where we are with our savings and investing goals." (Winner entered contest at Evergreen Community Library.)
- **Pennsylvania:** A 52 year-old male in York, Pennsylvania said: "My local public library sponsored a financial fitness campaign. As part of that, DASH for the STASH was both fun and informative!" (Winner entered contest at Kreutz Creek Valley Library Center.)
- **Wyoming:** A 26 year-old male in Sundance, Wyoming said: "The DASH for the STASH has helped boost my excitement for investing and saving." (Winner entered contest at Crook County Public Library.)

The seven winners from the DASH national online version, ranging in age from 19-61, of \$150 IRA fund contributions are:

- A 61 year-old woman in Reno, Nevada said: "I always welcome the opportunity to learn more about investing and preparing for retirement, and I hope to use that information to help educate my children."
- A 31 year-old male in Oviedo, Florida said: "Knowing information about my investments helps me make smart decisions for my future."
- A 36 year-old female in Mays Lick, Kentucky said: "I knew nothing about investing but now have motivation to learn!"
- A 32 year-old female in Oviedo, Florida said: "I enjoy learning about financial topics and think finances and education are key life skills that everyone should know."
- A 19 year-old female in Knob Noster, Missouri said: "The DASH for the STASH program was a fun and useful resource for learning about investing which is something everyone should plan and know."
- A 35 year-old female in Des Moines, Iowa said: "My husband and I have been wanting to save for retirement, but DASH helped me better understand the importance of saving."

- A 29 year-old female in Des Moines, Iowa said: “DASH for the STASH was not only fun but it gave me the foundation I needed to get started with my own retirement fund!”

ABOUT THE INVESTOR PROTECTION INSTITUTE

The Investor Protection Institute (<http://www.ilinvest.org>) is an independent nonprofit organization that advances investor protection by conducting and supporting unbiased research and groundbreaking education programs. IPI carries out its mission through investor education, protection and research programs delivered at the national and grassroots level in collaboration with state securities regulators and other strategic partners. IPI is dedicated to providing innovative investor protection programs that will make a meaningful difference in the financial lives of Americans in all walks of life and at all levels of sophistication about financial matters.

ABOUT PARTICIPATING STATE SECURITIES AGENCIES

The Alaska Division of Banking and Securities (<https://www.commerce.alaska.gov/web/dbs>) regulates state depository and non-depository financial institutions, administers and enforces Alaska’s financial services laws, and provides information to consumers, investors, entrepreneurs and the financial services industry. The division includes three sections that administer 12 statutory programs. In addition to licensing, examination and enforcement duties, division staff answer inquiries, investigate and resolve complaints, and contribute to education and outreach activities.

The District of Columbia Department of Insurance, Securities and Banking (<http://disb.dc.gov>) regulates financial services businesses in the District by administering the city's insurance, securities and banking laws. DISB also licenses and monitors investment advisers and their representatives and broker-dealers and their agents, and reviews certain public securities offerings in the District of Columbia, independently or in conjunction with the federal Securities and Exchange Commission (SEC).

The Florida Office of Financial Regulation Securities Division (<http://www.flofr.com/StaticPages/DivisionOfSecurities.htm>) administers and enforces compliance with the Florida Securities and Investor Protection Act, designed to protect the investing public and promote economic growth. The division regulates the sale of securities in, to or from Florida to determine compliance with state law. The division is organized into a Bureau of Registrations that registers firms and their employees, and a Bureau of Enforcement that conducts examinations of registered entities throughout the state and processes complaints.

The Iowa Insurance Division (<http://www.iid.iowa.gov>) supervises all insurance business transacted in the state. The insurance commissioner oversees companies and individuals in the sale of insurance in Iowa and has general control over all aspects of their business, from the forms they use to the rates they charge. The Insurance Division also has statutory authority in its Securities Bureau over many activities related to the sale of securities and other regulated products in the state.

The Kentucky Department of Financial Institutions (<http://kfi.ky.gov>) is the Kentucky state agency responsible for the supervision of the financial services industry and for chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. In order to accomplish its mission, DFI conducts examinations on state-regulated financial industries through its Division of Depository Institutions, Division of Nondepository Institutions and Division of Securities.

The Ohio Division of Securities (<http://www.com.ohio.gov/secu>) administers and enforces the Ohio Securities Act. The Division licenses broker-dealers, securities salespersons, investment advisers, investment adviser representatives and investment officers. The Division also registers securities offered for sale to Ohioans. When Ohio securities law is violated, the Division can pursue administrative actions,

civil injunctive actions and criminal referrals. Ohio is considered a model state in its licensing, registration, and enforcement practices.

The Pennsylvania Department of Banking and Securities (<http://www.dobs.pa.gov>) regulates financial services and works to ensure consumers and businesses are well-informed about the marketplace. The Department of Banking and Securities promotes the safety and soundness of financial institutions and compliance with statutory requirements that provide protections to Pennsylvania residents. The Department of Banking and Securities works with a wide array of financial services institutions and professionals including banks, credit unions, trust companies, investment firms and professionals, mortgage lenders and brokers, and other consumer lenders.

The Wyoming Secretary of State's Office (<http://soswy.state.wy.us>) oversees the administration of numerous matters including the following: the registration of business entities; statewide elections; lobbyist registrations and filings; ethics filings; campaign finance; securities; notaries public; registered agents; trade names; trademarks; document authentication; and agricultural liens, among others.

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EDITOR'S NOTE: To see *DASH for the STASH* poster content, go to <http://www.invest.org/programs/dash-for-the-stash>.