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## **MEDIA ADVISORY**

### **“FISCAL FITNESS: SHAPE UP YOUR FINANCES WITH YOUR LIBRARY” IN BURLINGTON COUNTY**

Burlington County Library System will soon launch “Fiscal Fitness: Shape Up Your Finances With Your Library,” a project to promote sound money management and investor education through high-quality programs, online resources and instructional tools and materials. “Fiscal Fitness” will cover topics such as investment options and saving strategies. It will include multi-media offerings to make learning convenient for a geographically dispersed population, and also multi-lingual resources to meet the needs of non-English speakers. The goal is to provide effective, unbiased investor education to the residents of Burlington County, including the military and their families.

The Burlington County Library System consists of a headquarters location in Westampton plus seven branches, located in Bordentown, Cinnaminson, Evesham, Medford/Pinelands, Maple Shade, Pemberton and Riverton. The following will collaborate with the county libraries to provide financial literacy services: The Friends of the Burlington County Library, Inc., Joint Base McGuire–Dix–Lakehurst Library, New Jersey Coalition for Financial Education, and Rutgers University Cooperative Extension.

“Fiscal Fitness” is made possible by a \$95,942 grant from the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation through “Smart investing @your library<sup>®</sup>,” a partnership with the American Library Association. The Burlington County Library System is one of 20 libraries nationwide to receive this award during the latest round of grant making.

(More)

## **PRESS RELEASE, “FISCAL FITNESS: SHAPE UP YOUR FINANCES WITH YOUR LIBRARY” IN BURLINGTON COUNTY, 2-9-11, ADD ONE**

FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity through effective and efficient regulation. FINRA registers and educates industry participants, examines securities firms, writes and enforces rules and federal securities laws, educates the investing public and provides trade reporting and other industry utilities. FINRA also administers the largest dispute resolution forum for investors and registered firms. For more information, visit [www.finra.org](http://www.finra.org).

The FINRA Investor Education Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. For details about grant programs and other FINRA Foundation initiatives, visit [www.finrafoundation.org](http://www.finrafoundation.org).

Established in 1876, the American Library Association is the oldest and largest library association in the world. It strives to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. For more information, visit [www.ala.org](http://www.ala.org).

The Reference and User Services Association, a division of the American Library Association, is the foremost organization of reference and information professionals who make the connections between people and the information sources, services and collection materials they need.



A partnership between the American Library Association  
and the FINRA Investor Education Foundation