

**DRAFT: Recommend Release a Week Prior to Local Press/National Wire –
Customize to fit the needs of your organization!**

(Organization Name) Announces Support of FinHealthMatters Day April 25

As more than 20M Americans pursue higher education, (Organization Name) joins nonprofit Center for Financial Services Innovation (CFSI) in drawing attention to the state of American students' financial health

City, State – April XX, 2018 – (Organization Name) has announced it will join many of the nation's leading banks, financial services providers, fintech innovators, and nonprofits in supporting #FinHealthMatters Day on April 25, 2018 -- a day designed to draw attention to students who are struggling with overall financial health. More information and visual assets are available at [Link to social kit downloads].

#FinHealthMatters Day was first launched in 2016 by CFSI, which has as its mission improving the financial health of all Americans. In 2017, the reach of #FinHealthMatters Day grew with wider engagement around sharing stories about the importance of financial health. Combined, in 2016 and 2017, more than 1,800 individuals and organizations tweeted about the day using the hashtag #FinHealthMatters, resulting in nearly 4,000 overall tweets, 170+ original blog posts and news stories, and nearly 19 million impressions overall, bringing incredible attention to the plight of struggling Americans.

"We were delighted to see such support for #FinHealthMatters Day in 2016 and 2017," said Jennifer Tescher, founder and CEO of CFSI. "It's an annual day to draw attention to Americans' financial health -- one of the most pressing issues of our time, and one that affects nearly everyone in some way."

The facts around student financial health are staggering:

71% of community college students who drop out do so to make money, according to CFSI's Student Financial Health Research: ["Redefining Student Success."](#)

A student's financial life cannot be separated from his or her academic life. CFSI research shows that managing volatile incomes and unexpected expenses affects one's ability to manage shifting coursework and schedules. Colleges are realizing that by orienting certain services and structures to support financial health, they can positively impact retention and persistence.

57% of all Americans are not financially healthy, according to CFSI's [Consumer Financial Health Survey](#).

“At (Organization Name) we believe it’s time to address the root causes of the financial struggles of students in this country, and we’re proud to join the organizations calling for a focus on student financial health,” said Firstname Lastname, Title of Organization.
“Quote quote quote.”

About (Organization)

The (Organization Name/link) is (what you do) based in (where you do it). Its mission is to (what your mission is, if you have a specific one to share). For more information on (Organization Name), visit (website) or follow us on Twitter at (@twitter handle or other social media).

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Press Contacts:

First name Last name
Organization Name
Phone Number
Email