

## ICI's Julie Domenick Discusses Investing for Success Program

# Institute Executive Vice President Julie Domenick Discusses Investing for Success Program

Text of sound bite:

"While we know that the investor awareness message is reaching many middle-income Americans, we also know it is not reaching all middle-income Americans. The Institute and the mutual fund industry share the Urban League's belief that providing individuals with the tools they need to become more informed about long-term investing is an important responsibility. Working together we want to strengthen the understanding of African Americans about opportunities to invest, to build wealth, to save for education and retirement, and to achieve economic self-sufficiency. We want to de-mystify the world of investments and the jargon that too often obscures it. We want to help assure that developing realistic market expectations becomes an essential component of the investing process."

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