

## Investor Education Program for African Americans Comes to Baton Rouge, February 2005

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## Workshop Outlines Seven Steps to Get Started

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Washington, DC, February 14, 2005 - Recent studies show that despite a significant increase in net worth among African Americans, this group directs a smaller portion of its income to long-term investments than other groups with similar incomes. As a result, many cannot reach their retirement and college savings goals. The primary reason African Americans cite for not investing is lack of knowledge.

The Investment Company Institute Education Foundation developed the [Investing for Success](#) workshop in partnership with the [National Urban League](#) to inspire African Americans to become more knowledgeable about investing and to take advantage of opportunities to accumulate wealth.

This free, three-hour workshop covers seven steps for successful investing:

- Setting Goals
- Understanding Risk
- Asking Questions
- Developing Realistic Expectations
- Taking the Long-Term View
- Planning for College and Retirement
- Developing an Action Plan

All participants receive a portfolio of materials to take home, including brochures, worksheets, a DVD, a calculator, and more.

The Investment Company Institute (ICI), Southern University, and Citadel Broadcasting, in cooperation with Congressman Richard Baker and Mayor Melvin "Kip" Holden, have teamed up to bring the Investing for Success workshop to Baton Rouge. "Education is the first step on the road to securing your financial future," says ICI President Paul Schott Stevens. "We are delighted to be bringing this program to Baton Rouge."

The workshop will be presented by William Reynolds, Principal of the Vanguard Group, on Monday, February 28th from 6 - 9 p.m. in the Smith-Brown Memorial Union at Southern University. Space is limited – you must preregister by February 25 by calling 225/771-4724.

The Investment Company Institute is the national association of U.S. investment companies. Its mutual fund members represent about 88 million individual shareholders and manage \$8 trillion in investor assets.

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