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# ALA American Library Association

## NEWS

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### ***American Library Association teams with the Investor Protection Trust and Kiplinger to promote investor education in U.S. libraries***

(CHICAGO) As part of Financial Literacy Day, the American Library Association (ALA) and the Investor Protection Trust (IPT) announced today they are teaming with the editors of *Kiplinger's Personal Finance* magazine to carry out investor education in America's public libraries. "Investor Education @ your library®" is funded by a grant from IPT, a nonprofit organization dedicated to investor education. This new initiative is part of ALA's Campaign for America's Libraries.

"In the wake of Enron, MCI/Worldcom, and other corporate scandals, investor education and protection has become a great concern for many Americans," said ALA President Carol Brey-Casiano. "ALA is pleased to work with IPT and Kiplinger to remind Americans that they can freely access this vital information at their local public libraries."

As part of the program, public libraries will be selected to host investor education seminars beginning in September 2005. Libraries will receive customized materials developed by ALA, IPT and Kiplinger, including seven booklets focusing on different investing topics and a DVD set of IPT's national "MoneyTrack" series on PBS stations.

"MoneyTrack," a new 13-part public television series devoted to helping consumers learn to invest successfully and get control of their personal finances, debuts nationally on 70 public television stations across the country in May 2005 (check local listings).

(More)

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Each “MoneyTrack” episode contains lifestyle-driven segments using real people and providing step-by-step demonstrations designed to educate and empower the consumer. Every episode features “Investing 101” to illustrate important concepts, such as how to get started investing at any age and how to handle cash flow crunches and credit. The series also includes a layman’s guide to the global economy that explains what a global economy means to every investor’s future. Each show also includes a “Scam Alert” report to help viewers avoid the most common frauds. Episodes direct viewers to their local public libraries for more investment information.

“To paraphrase Kermit the Frog of PBS show Sesame Street, ‘It isn’t easy managing green,’” said IPT President and CEO Don Blandin. “We’re delighted to be working with ALA and Kiplinger toward the goal of urging investors to visit their community library to access the information they need to make informed investment decisions.”

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Established in 1876, the American Library Association is the oldest and largest library association in the world. Its mission is “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 <http://www.ala.org>.

The Campaign for America’s Libraries is a multi-year public awareness and advocacy effort, sponsored by ALA, to speak loudly and clearly about the value of libraries, librarians and library workers in the 21st century.

Founded in 1993 as part of a multi-state settlement to resolve charges of misconduct, the Investor Protection Trust ([www.investorprotection.org](http://www.investorprotection.org)) serves as an independent source of noncommercial investor education materials to help equip investors, and would-be investors, with the armor they’ll need to protect them from sophisticated scams, and the knowledge they will need to better navigate their travel through the securities market.

*Kiplinger’s Personal Finance*, the nation’s first personal finance magazine, delivers advice about money management and achieving financial security to 800,000 subscribers each month.

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