

ALABAMA SECURITIES COMMISSION

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Join Us for “The COVID Effect” Virtual Event Rack Up Good Information on Restoring Your Financial Wellness

“The COVID Effect” Launches the Boomers to Zoomers: Building A Secure Path to Retirement Virtual Event Series

MONTGOMERY, ALABAMA (March 22, 2021) -- The Alabama Securities Commission (ASC) is partnering with the Investor Protection Trust, Detroit Public Television, and PBS Books to produce “**The COVID Effect: Restoring Financial Wellness**” virtual event to livestream on [ASC’s Facebook page](#), on Friday, March 26, 2021, at 1:00 p.m. ET.

“The COVID Effect: Restoring Financial Wellness” will feature qualified experts who will provide information and insight on financial well-being during COVID, financial recovery after COVID and preparing for the next challenge. The event will be interactive, allowing participants to ask questions, submit comments and get answers in real time. After the live event, “**The COVID Effect**” will be available on the ASC’s website and on WI65.org, along with a variety of tools and resources for savers and investors of all ages and at all stages of life. “The COVID Effect” is the first in a series of 12 *Boomers to Zoomers: Building a Secure Path to Retirement* virtual events.

“The pandemic has caused uncertainty at best and fear at worst for many Alabama investors,” said ASC Director Joseph P. Borg. “This event aims to address questions about the economy and personal finance.”

“The COVID Effect: Restoring Financial Wellness” virtual event will livestream on ASC’s Facebook page, on Friday, March 26, 2021, at 1:00 p.m. ET and will feature the following:

- Host: Fred Nahhat, Detroit Public Television
- Introduction & Role of State Securities Offices: Brad Raffensperger, Georgia Secretary of State
- Moderator: Donna Lowry, Georgia Public Broadcasting
- Three Topic Segments: 1) Unscrambling the Stimulus—Strategies to Keep You from Scratching, 2) Rack ’Em Up—Roadmap Toward Recovery and 3) Creating a Cushion—Takeaways from Troubled Times

“At Detroit Public Television we see the great potential in forging a partnership that brings together leaders in state government, public television stations and libraries in communities across the country to educate the public on the timely subject of personal finance,” said Rich Homberg, President and CEO of Detroit Public Television. “With so many families concerned about making ends meet and saving for their retirement, this is an important moment for such a collaboration to step up and carry on this crucial work.”

Michelle Olympiadis, Acting Executive Director of the Investor Protection Trust, said: “Over the past year we have learned many lessons and experienced challenges we could not imagine. The synergy of these partnerships in delivering investor education to everyone as we begin to move out of this pandemic provides an exciting platform for engagement in real time or at your own time.”

The *Boomers to Zoomers: Building a Secure Path to Retirement* is a yearlong series of twelve 60-minute virtual events livestreaming via Facebook Live on partner Facebook pages on the fourth Friday of each month at 1:00 p.m. ET beginning with “The COVID Effect” on March 26, 2021. The series provides the quality, objective investor and financial information needed by all Americans to make wise and safe investment decisions at every age and every stage of life. The *Boomers to Zoomers* virtual events are interactive and feature timely topics, financial experts, motivational stories and practical information viewers can use immediately to prepare for long-term financial security. Upcoming *Boomer to Zoomer* virtual event topics include: How to Invest: What’s New and What’s Not; Military Finances; and Harness Your Inner Hummingbird: How to Build Your Nest Egg.

Boomers to Zoomers is part of When I’m 65, a program of the Investor Protection Trust in partnership with Detroit Public Television. When I’m 65 takes a generational look at retirement and focuses on the actions people should take at every age to prepare for a secure retirement. For more information visit, WI65.org.

ABOUT THE GROUPS

The ASC regulates the securities industry in Alabama. The Commission is committed to protect investors against securities fraud and provides aggressive enforcement actions against any firm or individual who has violated the Alabama Securities Act or other state and federal statutes to the detriment of Alabama investors. The ASC’s mission is to protect investors from securities fraud and preserve legitimate capital markets in Alabama.

www.asc.alabama.gov | www.facebook.com/AlabamaSecuritiesCommission | twitter.com/ALSecCommission

The Investor Protection Trust (IPT) is a nonprofit organization devoted to investor education. More than half of all Americans are now invested in the securities markets, making investor education and protection vitally important. Since 1993 the Investor Protection Trust has worked with the states and at the national level to provide the independent, objective investor education needed by all Americans to make wise and safe investment decisions.

www.investorprotection.org | facebook.com/InvestorProtectionTrust | twitter.com/IPT_Info

Detroit Public Television is a viewer-supported PBS member station with offices in Detroit and Wixom, Michigan. Its vision is to foster a community in which people trust public media to help them discover new ideas, make informed decisions and enjoy enriched lives. The station is notably active in producing programs that showcase arts, culture, news and analysis, as well as educational outreach campaigns that use the power of media to provide knowledge and understanding.

www.dptv.org | facebook.com/detroitpublictv | twitter.com/detroitpublictv

PBS Books is a multi-platform initiative celebrating PBS programming. Born out of the desire to develop original content that would appeal to vast audience of diverse readers, PBS Books hosts regular social and digital engagement events, as well as live coverage of important literary events across the country. In 2018, PBS Books launched a Library Engagement Program to build and enhance working relationships among libraries, local PBS stations, cultural institutions, and readers. Today, the Library Network has more than 1,800 partners.

www.pbsbooks.org | www.facebook.com/PBSBooks1 | twitter.com/pbsbooks

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