

**ALABAMA SECURITIES COMMISSION**  
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## **Alabama Securities Commission Participates in National Investor Awareness Campaigns**

MONTGOMERY, ALABAMA (February 25, 2019)- The Alabama Securities Commission (ASC) is participating in America Saves Week and Military Saves Week, February 25-March 2, to help raise awareness among investors, especially those entering the workforce or those early in their careers, of the importance of safeguarding their financial futures.

“Building a safe and secure financial future is critical for all generations and we must ensure this vital information reaches and influences Millennials by promoting financial education outreach,” said Director Joseph Borg.

The nation’s 75 million Millennials, those born between 1981 and 1996, have surpassed Baby Boomers as the largest demographic in the United States. With nearly a quarter of the entire U.S. population, Millennials also make up nearly two-fifths of all working age Americans – those saving and investing to build retirement nest eggs.

“Millennials who have finished their education and entering the workforce are just beginning to think about building wealth for their financial futures. At the same time, many are saddled with student loan debt, and are ill-equipped with the financial education tools necessary to build their future. Because of this, they may become susceptible to high risk investments like Cryptocurrency, deceptive marketing and con artists touting high returns for low risk,” Director Borg said.

To help promote investor awareness and protection, the ASC is providing three quick tips.

1. **Watch for the Red Flags of Fraud.** “If it sounds too good to be true, it usually is,” Director Borg said.
2. **Understand Who You Are Doing Business With.** “Many of us spend more time reading restaurant’s reviews than researching the background of our stockbroker or investment adviser,” He said.
3. **Know where to turn for help.** “Your state securities regulator is just a click, tweet or call away and we can provide free materials and educational seminars upon request,” Director Joseph Borg said.

The ASC cautions potential investors to thoroughly scrutinize and research any investment opportunity or offer. Contact the ASC with inquiries concerning securities, broker-dealers, agents, investment advisers, investment adviser representatives, financial planners, registration status of securities or debt management programs, to report suspected fraud or to obtain consumer information. The ASC provides free investor education and fraud prevention materials in print, on our website and through educational presentations upon request.

ASC is a proud partner in America Saves Week and Military Saves Week, national public awareness campaigns led by the Consumer Federation of America to motivate people to save for their financial future. To learn more, visit [www.americasaves.org](http://www.americasaves.org).

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