



## Press Release

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### **For Immediate Release**

## **NATIONAL RETIREMENT PLANNING WEEK 2004 SET FOR WEEK OF NOVEMBER 15**

**Washington, D.C., January 20, 2004** — Building upon its ongoing effort to help all Americans achieve retirement readiness, The National Retirement Planning Coalition (NRPC) today announced the dates for National Retirement Planning Week 2004: Nov. 15-19, 2004.

National Retirement Planning Week is an annual campaign to heighten public awareness of the need for intelligent retirement planning. The campaign was created to motivate Americans to begin the planning process, and provide them with resources and information on the steps they need to take to ensure their retirement income will meet their desired retirement lifestyles.

Ben Stein, honorary chairperson of the NRPC, said, “We have made great strides in getting people to begin thinking about planning for retirement, but there is far more work to be done. With more than 77 million baby boomers nearing retirement, many of whom are seriously under-prepared, now is the time to turn up the volume.”

Stein, a noted author, economist, lawyer, former Presidential speechwriter, and actor/comedian, added, “There’s nothing funny about being old and in want, and we hope to continue to encourage people to start the planning process sooner rather than later, and offer them practical guidance they can really use. In America, people create their own reality. We want to help them create the reality of a successful retirement.”

Beginning with a national awareness program during the week of Nov. 15, the NRPC will undertake a number of initiatives to motivate Americans to begin the retirement planning process. These initiatives include a national television, radio and print media campaign, retirement planning information and resources, financial advisor resources and training courses, and a consumer retirement planning Web site.

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More details will be made available about National Retirement Planning Week 2004 activities in the coming months at: [www.RetireOnYourTerms.org](http://www.RetireOnYourTerms.org).

### **About The NRPC**

The National Retirement Planning Coalition brings together leading financial industry and advocacy organizations for the purpose of educating consumers and financial industry professionals on the issues surrounding retirement planning. NRPC members include the Actuarial Foundation, the American Savings Education Council (ASEC), the International Foundation for Retirement Education (InFRE), the National Alliance for Caregiving (NAC), the National Association for Variable Annuities (NAVA), the National Preretirement Education Association (NPEA), and the Retirement Solutions Foundation.

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