

# Proclamation

- WHEREAS,** each day about 10,000 Baby Boomers, who are members of a generation largely unsure of its financial future, are about to enter their retirement years; and
- WHEREAS,** Americans today rely on their own savings to provide for their financial security in retirement; and
- WHEREAS,** a unique set of challenges has emerged, including changes in employee benefits, longer life spans, as well as the rising cost of health care, that has made preparing for retirement increasingly more difficult; and
- WHEREAS,** many consumers are unaware of the financial challenges ahead and are unprepared for their retirement years and the latest research findings from the Insured Retirement Institute (IRI) have shown that Baby Boomers' confidence in their financial preparations for retirement are steadily dropping, with barely a quarter optimistic about their situation in 2015; and
- WHEREAS,** there is a growing need to educate Americans about retirement planning and carving some time out on a routine basis to review one's finances and assess one's financial preparedness for retirement is an achievable first step; and
- WHEREAS,** being proactive about retirement planning and seeking professional guidance when necessary can help Americans achieve financial freedom; and
- WHEREAS,** crafting a holistic financial plan for retirement can restore confidence and build savings for those post-working years; and
- WHEREAS,** developing a comprehensive retirement plan is an important step that will lead many Americans to save more and ultimately achieve a financially secure future; and
- WHEREAS,** experts from the National Retirement Planning Coalition, the group that organizes National Retirement Planning Week®, are urging Americans to use this time to develop, review and/or revise their retirement plans with the tools and help available at [www.RetireOnYourTerms.org](http://www.RetireOnYourTerms.org).

**NOW THEREFORE, I, Melvin "Kip" Holden, Mayor-President of Baton Rouge and Parish of East Baton Rouge, hereby do proclaim**

**APRIL 13-17, 2015**

**AS**

**NATIONAL RETIREMENT PLANNING WEEK®**

**IN WITNESS WHEREOF, I have set my hand and caused the Seal of the City of Baton Rouge and the Parish of East Baton Rouge, to be affixed upon this thirteenth day of April, in the year of our Lord, two thousand and fifteen.**



*Melvin F. Kip Holden*

**Melvin L. "Kip" Holden  
Mayor-President**