



Commonwealth of Kentucky Public Protection Cabinet

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DFI Offers 'DASH for the STASH' Investor Education Contest *Public, Community College Libraries offer contest for chance at \$1,000 IRA*

FRANKFORT, Ky. (Aug. 18, 2017) – Kentuckians across the state are dashing to local libraries to participate in “DASH for the STASH.” The investor education contest takes place across the state now through Sept. 30, 2017, and is sponsored by the Kentucky Department of Financial Institutions (DFI) and the nonprofit Investor Protection Institute. The two organizations will present one Kentucky contest participant with \$1,000 to open or add to a retirement investment account.

“We want Kentuckians to manage their financial future by saving and investing,” said DFI Securities Division Director Shonita Bossier. “Kentucky’s local libraries already provide important investor education resources, and the DASH for the STASH campaign introduces a fun method for Kentucky consumers to learn about the importance of saving.”

Kentuckians can participate in the DASH for the STASH contest by visiting a local library and viewing four investor education posters. Contestants read each poster and then access quiz questions online via a QR code or website link. The questions will cover four key topics, including selecting a financial adviser, avoiding fraud, understanding investment fees, and building a nest egg. If all four questions are answered correctly, the participant will be automatically eligible to win a \$1,000 retirement account contribution.

“Investor education has to be relevant to people to be most effective,” said Don Blandin, president and CEO of the Investor Protection Institute and a DASH for the STASH partner. “By bringing investor education to libraries, we are ensuring that it is relevant and integrated directly into their lives.”

DASH for the STASH will be offered at 21 participating public libraries and community college libraries across Kentucky. For a list of locations, including specific location contest periods and special DASH for the STASH events, visit <http://kfi.ky.gov/public/Pages/dash.aspx>. Participants

may also join in on a chance to win a \$150 IRA contribution by participating in the online national DASH for the STASH contest, which runs through Oct. 31, 2017. Visit <http://www.iinvest.org/programs/dash-for-the-stash/#online> to learn more.

To view the official DASH for the STASH rules, go to <http://www.iinvest.org/programs/dash-for-the-stash/#rules>.

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DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years it has supervised the financial services industry by examining, chartering, licensing, and registering various financial institutions, securities firms, and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

The Investor Protection Institute, <http://www.iinvest.org>, is an independent nonprofit organization that advances investor protection by conducting and supporting unbiased research and groundbreaking education programs. IPI carries out its mission through investor education, protection and research programs delivered at the national and grassroots level in collaboration with state securities regulators and other strategic partners.