

Retirement (Iw) SECURITY SUMMIT:

STATE AND LOCAL GOVERNMENTS
TACKLE RETIREMENT PREPAREDNESS
AND WORKFORCE CHALLENGES

October 2, 2017 | Washington D.C.

Economic Challenges Facing Retirees

Gerri Madrid-Davis, AARP

AARP & Ad Council Saving for Retirement Campaign



Target Audience

- Late-40s and 50-somethings who have time left to save
- Annual HHI income of \$40-\$99K
- Have access to employer plans and are a mix of those who have and have not participated

Objective

- Motivate Americans (who are at risk) to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age

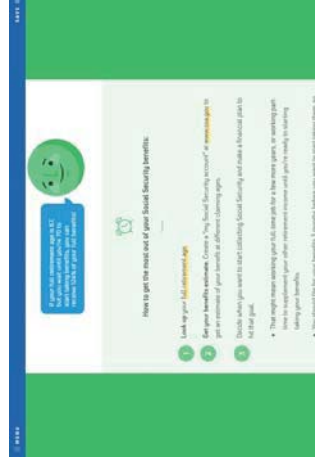
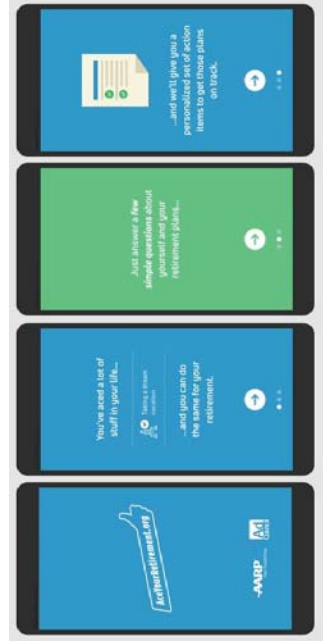
Call to Action

- Visit AceYourRetirement.org for your personalized retirement savings action plan

Messaging

- "You Can Do This!"
- Emphasize the importance of focusing on retirement readiness and action in the workplace
- Help breakdown the challenge of savings into small and immediate steps with easy-to-understand resources

Meet **Avo**sm at AceYourRetirement.org and in just **three** minutes, you'll receive **three** personalized action steps you can do now to save for retirement!



GET ON TRACK WITH TIPS AT
AceYourRetirement.org

Campaign Assets



To view additional campaign assets (tv, radio, print and out-of-home), visit <http://aceyourretirement.adcouncilkit.org/>

