



**City of Eugene
City Manager's Office**

NEWS RELEASE

September 7, 2011

CONTACT: Keli Osborn, City Manager's Office, 541-682-5406,
keli.m.osborn@ci.eugene.or.us

City of Eugene to Host Free Financial Planning Day Dozens of Eugene-area Financial Planners Will Offer Free Advice on Budgeting, Retirement Planning, Income Taxes, Investment Strategies, and More

We've all heard that there's no free lunch, but in these challenging economic times, Eugene-area residents will be able to get free financial planning advice and guidance from professional financial planners at Eugene Financial Planning Day. The event will be held on October 22 at Willamette High School in Eugene and will feature experts from the Financial Planning Association® and highly qualified CERTIFIED FINANCIAL PLANNER™ professionals, all volunteering their time and expertise to work with local residents one-on-one to address important financial issues.

Financial planners will be set up at their own tables to meet one-on-one with attendees to answer questions on getting out of debt, retirement planning, investment strategies, income taxes, insurance, mortgages and foreclosures, among many other topics. The advice will be offered on a "no strings attached" basis and planners will not give out business cards or sell financial products or services. The event will also feature a series of classroom-style educational workshops addressing key personal finance topics.

Eugene Financial Planning Day is organized by City of Eugene in partnership with FPA of Mid-Oregon and chapter President, Craig Weicker, as part of a national Financial Planning Days initiative created by Certified Financial Planner Board of Standards, Financial Planning Association, Foundation for Financial Planning and the U.S. Conference of Mayors. This year's event is also co-sponsored by United Way of Lane County as part of its Financial Stability Partnership initiative. The collaboration is an effort involving city governments and thousands of financial planners nationwide united in an effort to provide free financial education and programming to communities throughout the U.S.

TO PARTICIPATE: Eugene Financial Planning Day is free and open to the public. Members of the news media are invited to attend the event and interview the organizers. The event will be held on October 22 at Willamette High School, located at 1801 Echo Hollow Drive in Eugene. Events will begin at 9:00am and will run until 4:00pm.

Free online registration for the Eugene Financial Planning Day is available at www.financialplanningdays.org/Eugene or by calling toll free at 877-861-7826. Walk-ins are also welcome.

Media Contacts for *National Financial Planning Days Initiative*:

CFP Board: Daniel F. Drummond – 202.379.2252 or ddrummond@CFPBoard.org

FPA: Lynn Brackpool – 303.867.7173 or Lynn.Brackpool@FPAnet.org

Foundation for Financial Planning: Jim Peniston - 770.938.1110 or
Jim.Peniston@foundation-finplan.org

U.S. Conference of Mayors: Elena Temple – 202.861.6719 or etemple@usmayors.org

About CFP Board

The mission of Certified Financial Planner Board of Standards® (CFP Board) is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® certificants and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements. CFP Board currently authorizes more than 62,000 individuals to use these marks in the United States. For more about CFP Board, visit www.CFP.net or call 800-487-1497.

About FPA

The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who need, support and deliver professional financial planning. FPA is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models. FPA members adhere to the highest standards of professional competence, ethical conduct and clear, complete disclosure to those they serve. Based in Denver, Colo., FPA works in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations. For more information about FPA, visit www.FPAnet.org or call 800.322.4237.

About Foundation for Financial Planning

The mission of the Foundation for Financial Planning is to help people take control of their financial lives by connecting the financial planning community with people in need. The Foundation funds programs that provide pro bono financial planning, and connect volunteers through the involvement of the financial planning and services community. The Foundation strives to help people who are underserved by the market, in need of financial guidance, or in a financial crisis. The Foundation aims to improve the lives of all Americans through access to pro bono financial planning and financial life skills education to provide those at all socio-economic levels with the knowledge to control their financial lives and opportunities to obtain unbiased financial advice in time of crisis and disaster. For more information about the Foundation for Financial Planning, visit www.foundation-finplan.org.

About The U.S. Conference of Mayors

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,204 such cities in the country today. Each city is represented in the Conference by its chief elected official, the mayor. More information about the Conference is available at www.usmayors.org.

EUGENE FINANCIAL PLANNING DAY

CFP Board • Financial Planning Association • Foundation for Financial Planning • U.S. Conference of
Mayors

Uniting to Provide Pro Bono Financial Education and Advice

#