



City of Eugene  
City Manager's Office

## News Release

FOR IMMEDIATE RELEASE

### LOCAL EVENT CONTACTS:

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## City of Eugene to Host Free Financial Planning Day

The ability of Eugene's residents to manage their personal finances has a direct impact on residents, business owners, students, and families – and can affect the overall health of our community. That's why the City of Eugene is partnering with local organizations and the U.S. Conference of Mayors this fall to help make financial information available to community members in an initiative taking place in towns and cities across the country.

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 23 at Sheldon Community Center in Eugene and will feature experts from the Financial Planning Association® (FPA) 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 budgeting, getting out of debt, income taxes, dealing with mortgage foreclosures, paying for college, estate planning and insurance, 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, including: Budgeting and Debt management, Credit repair, General Financial Planning, Retirement Planning and Investment Planning.

Eugene Financial Planning Day is organized by the City of Eugene in partnership with FPA of Mid-Oregon, [www.fpanet.org/Chapters/MidOregon/](http://www.fpanet.org/Chapters/MidOregon/), 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. The collaboration is a first-of-its kind 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 Saturday, October 23, at Sheldon Community Center, located at 2445 Willakenzie Road in Eugene. Events will begin at 10 a.m. and will run until 4 p.m. Free parking is available adjacent to the community center.

Free online registration for the Eugene Financial Planning Day is available at [www.financialplanningdays.org/eugene](http://www.financialplanningdays.org/eugene) or by calling (541) 284-9855. Walk-ins are also welcome.

Videos of past events can be viewed at these links:

<http://www.youtube.com/watch?v=Sx6s7mEcBWY>

<http://www.youtube.com/watch?v=i6gdoQKoMmE>

Local organizers also are seeking media partners and related assistance. Please contact Craig Weicker, FPA of Mid-Oregon – 541-225-6712 or [craig.weicker@penfedinvest.com](mailto:craig.weicker@penfedinvest.com)

**Media Contacts for National Financial Planning Days Initiative:**

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**About CFP Board**

The mission of Certified Financial Planner Board of Standards, Inc. 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 61,000 individuals to use these marks in the United States. For more about CFP Board, visit [www.CFP.net](http://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 demonstrates and supports a professional commitment to education and a client-centered financial planning process. Based in Denver, Colo., FPA has 95 chapters throughout the country representing tens of thousands of members involved in all facets of providing financial planning services. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations, FPA is the community that fosters the value of financial planning and advances the financial planning profession. For more information about FPA, visit [www.FPAnet.org](http://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](http://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](http://www.usmayors.org).