

## City of Philadelphia Financial Planning Day

### Free Financial Planning Help from the Experts!

In today's uncertain economy planning for your financial future is more important than ever. If you have financial questions or concerns or would like to learn how to better manage your finances, City of Philadelphia invites you to Philadelphia Financial Planning Day, where you'll have an opportunity to receive free, personalized, confidential answers from professional financial planners. The event will be held on Saturday, October 23<sup>rd</sup>, 2010 from 9AM to 2PM at the Ben Franklin High School located on 550 N Broad Street in Philadelphia.

Philadelphia Financial Planning Day is organized in partnership with City of Philadelphia, Certified Financial Planner Board of Standards, Financial Planning Association, Foundation for Financial Planning, and the U.S. Conference of Mayors. The event is part of the national Financial Planning Days initiative, a first-of-its-kind initiative involving city governments nationwide and thousands of financial planners, in an effort to help consumers better manage and plan their personal finances.

The advice will be provided by experts from the Financial Planning Association and highly qualified CERTIFIED FINANCIAL PLANNER™ professionals. Volunteering planners will be stationed at tables and will meet with you one-on-one to offer advice and information tailored to your situation. Volunteers will not be selling products or services, or giving out business cards. Come as you are, or come prepared with any financial paperwork related to your questions. And, you can consult with as many different financial planners as you need.

The event will also feature a series of free classroom-style workshop presentations addressing key financial planning topics, including:

- ✚ Take Charge of Your Credit Rating (Credit/Debt Management)
- ✚ Budgeting 101: Life's Balancing Act
- ✚ Managing Your Money in Hard Times
- ✚ Real World Retirement Planning

Walk-ins are welcome, but admission will be granted first to those who have registered online at [www.FinancialPlanningDays.org](http://www.FinancialPlanningDays.org)

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### Promo Blurb – Long

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Financial information provided by financial planners is free and comes with no strings attached. Volunteer financial planners will not sell products and services or hand out business cards or marketing materials. Any attendee who wishes to follow-up with a volunteer financial planner will have access to the volunteer's name and contact information in the information package provided at registration. The event will also feature a series of free classroom-style workshop presentations addressing key financial planning topics, including:

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To learn more or register for the Philadelphia Financial Planning Day, visit [www.FinancialPlanningDays.org](http://www.FinancialPlanningDays.org). Walk-ins are welcome, but admission will be granted first to those who have registered online. We expect a large crowd and encourage you to register early.