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FOR IMMEDIATE RELEASE

Money Conference Focuses on Financial Literacy for Women

***YWCA of the Hartford Region Hosts Conference for Women on
How to Take Control of Their Financial Future***

HARTFORD (September 15, 2009) – Today’s economy presents a harsh reality, especially for women. Fallout from mounting credit card debt, increased unemployment and uncertainty about the adequacy of retirement savings are only a few of the financial challenges women have to overcome. The YWCA of the Hartford Region will host a conference to help women take charge of the unique financial challenges they face when it comes to personal money management. Connecticut State Treasurer Denise L. Nappier will serve as the honorary chair. The 8th annual Money Conference for Women will take place at the Crowne Plaza Hotel in Hartford on Saturday, November 14, 2009 from 7:30 a.m. – 2:00 p.m.

The conference, which is presented free of charge to participants, empowers women with key concepts and tools to manage their financial future. The conference’s keynote speaker, Michelle Singletary, is a dynamic advocate for women’s financial education: nationally syndicated columnist and author of the book *Spend Well, Live Rich*. The conference also features valuable workshops and a financial expo. In addition, this year’s conference features a special workshop for younger women starting out on their own, called: “Making it on Your Own: Financial Independence for Young Women.”

“Women of all ages and socio-economic backgrounds, as well as varying levels of financial knowledge, leave this conference ready to set a plan,” says Deborah Ullman, CEO, YWCA of the Hartford Region. “Since 2002, the conference has brought together more than 3,000 women and armed them with the practical tools and expert resources needed to develop a personal plan for financial success.”

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The conference is designed to address the particular financial issues that women grapple with in their work and personal lives, including:

- 71% of the nation's 4 million elderly poor are women
- Women earn 77 cents for every dollar a man earns
- Women tend to be more intimidated by financial issues and less informed about ways to secure their financial future
- Many women do not save enough to support themselves over their lifetimes

The conference features experts in the financial services, insurance and investment industries and nonprofit organizations. Together, they assist participants in designing and implementing personal financial strategies that move them toward their goals. The conference is presented in three integrated components:

- **Money Talk - Keynote Speaker Michelle Singletary**, nationally syndicated columnist and author of the book *Spend Well, Live Rich*, begins the day with her common sense introduction to personal finance. Ms. Singletary is a best selling author and her popular personal finance column appears in 120 newspapers. She promises to bring a unique perspective to managing your money and your life.
- **Financial Focus Workshops** - Participants select two Financial Focus Workshops on topics based on their individual needs. Workshop topics include: Basic Budgeting; Basic Money Management; Managing Debt and Credit; Principles of Investing; Retirement Readiness; Preparing for Homeownership; Energy Matters; Financial Makeover: Tips & Tools; Protecting Your Assets; Making it on Your Own: Financial Independence for Young Women.
- **Financial Expo** - Another popular feature of the conference is the Financial Expo, which features vendors who offer products and services ranging from mortgages to tax preparation.

The conference is presented free of charge and includes valuable resource materials. Complimentary refreshments will be provided.

Advance registration is required. To register and preview a complete listing of workshops and day of program go to www.ctmoneyconferenceforwomen.com or call 860-525-1163 ext. 450.

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