**MEDIA OUTREACH LANGUAGE TEMPLATE**

**SAVING FOR RETIREMENT CAMPAIGN**

Dear **[NAME OF MEDIA CONTACT]**:

I’m writing to put the support of **[ORGANIZATION]** behind a new PSA campaign from the Ad Council and AARP that greatly impacts our local community.

Two in five households headed by Americans age 55-64 have no assets saved for retirement, according to the National institute on Retirement Security. **[Add local statistics on this issue if possible.]** While many Americans would like to be saving more, many feel overwhelmed and unsure of how to navigate their retirement saving options.

That’s why the new “Saving for Retirement” campaign from AARP and the Ad Council is all about breaking retirement down into easy, actionable steps, and reminding people they have the financial know-how to achieve their goals.

You’ve likely already received PSAs for the campaign, which were distributed by the Ad Council via [PSA Central](https://www.psacentral.org/home) and [Extreme Reach](http://extremereach.com/) on July 19, 2017. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** The PSAs grab viewers’ attention with their upbeat and relatable tone, setting them apart from typical financial advertising. The three spots celebrate different financial milestones and successes consumers have already aced—from home ownership and vacation planning, to financing a child’s education—and urge them to apply those same smarts to get on track for retirement. The PSAs direct viewers to visit [AceYourRetirement.org](http://www.aceyourretirement.org) for their personalized retirement action plan.

By supporting these PSAs, you are helping adults in our local community take critical steps to improve their financial security, so they can build the nest eggs they will rely on throughout their lives.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.psacentral.org/contactus>**.**

Sincerely,

\_  **[YOUR NAME]\_**\_\_\_\_\_\_