

## **Campaign Overview:**

The U.S. at large is facing a growing retirement savings crisis, but Black women are disproportionately affected. Many factors, including wage disparity, play a role in the lack of savings Black women are able to accumulate throughout their careers. In addition, the daily financial pressures of caring for their family and loved ones often cause them to deprioritize their own needs in favor of nurturing and uplifting others. All this can leave them less prepared for what's to come in their retirement years.

## **Target Audience:**

African-American Black women ages 45-60 who make \$40K to \$99K per year and have access to an employer-sponsored retirement savings plan.

## **Campaign Objective :**

Motivate African-American women to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age. Provide free tips to help these women boost retirement savings.



## **PSA Description:**

As the foundations of their families and pillars of their communities, Black women are real life Sheroes who have undoubtedly earned their right to a happy and comfortable transition into retirement. This “Tribute to Our Sheroes” campaign encourages her to care for herself like she’s cared for everyone else and provides the information necessary to help her boost her retirement savings.

## **Call to Action:**

Visit campaign website, [AceYourRetirement.org](https://AceYourRetirement.org), for a personalized retirement savings action plan.

