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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Join Us for “The COVID Effect” Virtual Event Rack Up Good Information on Restoring Your Financial Wellness

*“The COVID Effect” Launches the Boomers to Zoomers: Building A Secure Path to Retirement
Virtual Event Series*

Boise, Idaho...The Idaho Department of Finance is partnering with the Investor Protection Trust, Detroit Public Television, and PBS Books to produce **“The COVID Effect: Restoring Financial Wellness” virtual event to livestream on The Idaho Department of Finance’s Facebook page on Friday, March 26, 2021 at 11:00 a.m. MDT.**

The COVID crisis has left people uncertain about the economy and with many questions about their personal financial security. “The COVID Effect: Restoring Financial Wellness” will feature qualified experts who will provide information and insight on financial well-being during COVID, financial recovery after COVID and preparing for the next challenge. The event will be interactive, allowing participants to ask questions, submit comments and get answers in real time. After the live event, **“The COVID Effect”** will be available on the Idaho Department of Finance website www.finance.idaho.gov, and on WI65.org, along with a variety of tools and resources for savers and investors of all ages and at all stages of life. “The COVID Effect” is the first in a series of 12 *Boomers to Zoomers: Building a Secure Path to Retirement* virtual events.

“Many push off the necessary planning for retirement that is critical to succeed in preparing for this stage of life,” said Patricia Perkins, Director of the Idaho Department of Finance.

“The COVID Effect: Restoring Financial Wellness” virtual event will livestream on the Idaho Department of Finance’s Facebook page, <https://www.facebook.com/Idaho-Department-of-Finance-226764877379083/> on Friday, March 26, 2021, at 11:00 a.m. MDT and will feature the following:

- Host: Fred Nahhat, Detroit Public Television
- Introduction & Role of State Securities Offices: Brad Raffensperger, Georgia Secretary of State
- Moderator: Donna Lowry, Georgia Public Broadcasting
- Three Topic Segments: 1) Unscrambling the Stimulus—Strategies to Keep You from Scratching, 2) Rack ‘Em Up—Roadmap Toward Recovery and 3) Creating a Cushion—Takeaways from Troubled Times

The *Boomers to Zoomers: Building a Secure Path to Retirement* is a yearlong series of twelve 60-minute virtual events livestreaming via Facebook Live on partner Facebook pages on the fourth Friday of each month at 11:00

a.m. MDT beginning with “The COVID Effect” on March 26, 2021. Upcoming *Boomer to Zoomer* virtual event topics include: How to Invest: What’s New and What’s Not; Military Finances; and Harness Your Inner Hummingbird: How to Build Your Nest Egg.

Boomers to Zoomers is part of When I’m 65, a program of the Investor Protection Trust in partnership with Detroit Public Television. When I’m 65 takes a generational look at retirement and focuses on the actions people should take at every age to prepare for a secure retirement. For more information visit, WI65.org.

ABOUT THE GROUPS

The Idaho Department of Finance aims to safeguard the financial health of Idahoans through the appropriate oversight of diverse financial institutions, the education and protection of consumers, and by fostering sensible innovation in the financial services market.

www.finance.idaho.gov

The Investor Protection Trust (IPT) is a nonprofit organization devoted to investor education.

www.investorprotection.org

Detroit Public Television is a viewer-supported PBS member station with offices in Detroit and Wixom, Michigan.

www.dptv.org

PBS Books is a multi-platform initiative celebrating PBS programming.

www.pbsbooks.org

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Department of Finance press releases can be found on the Internet at <http://finance.idaho.gov> or by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378