

1231 8th Street #236 • West Des Moines, IA 50265

Phone: (515) 223-2805 • Fax: (515) 226-3214

www.IowaCareGivers.org



FOR IMMEDIATE RELEASE

Date: April 2015

Contact: Mary Ann Young

whink1234@mchsi.com

Mobile: (515) 360-7003

**SUCCESSFUL FINANCIAL TRAINING PROGRAM EXPANDS TO REACH
5,000 IOWA HEALTHCARE WORKERS IN 2015**

The Financial Fitness Group (financialfitnessgroup.com), the market leader in corporate financial wellness, today announced that the Financial Fitness Challenge program will expand to help 5,000 Iowa healthcare workers through a continued partnership with the Iowa Insurance Division and Iowa CareGivers.

The [Financial Fitness Challenge](#) is an event-driven wellness program that provides interactive, effective, unbiased online instruction in personal finance and investing fundamentals. For the past year the program was piloted with 150 Iowa healthcare organizations and more than 3,500 employees completing 10,000+ hours of financial education.

Key Results from the 2014 Iowa Financial Fitness Challenge include:

- 85% would recommend the courses to family, friends, and co-workers
- 70% have made/will make changes financially, because of the Challenge
- 47% improvement of employees that are setting aside more of their income toward savings
- 96% improvement in employees' confidence in understanding topics related to retirement

Iowa CareGivers Executive Director, Di Findley, *"We are so excited to continue to bring this proven*

training to more Iowa healthcare workers this year. We know the training helps them build the skills and knowledge to make more informed financial decisions."

The Financial Fitness Challenge is built on a powerful, standalone e-learning platform with a comprehensive feature set that enables anyone to successfully run and manage the program with minimal time and effort. The Challenge offers unbiased online personal finance and investment education that meets ERISA obligations and is accessible from any Internet-enabled device. *"The one-hour-a-week, five-week program leverages best practices in technology + psychology + online competition and makes learning about personal finance fundamentals efficient, effective, and fun,"* Joe Saari, CEO, Financial Fitness group, *"and we are excited to be bringing more Iowan healthcare employees the Challenge so we can help them build more security for their families."*

The May 2015 session of the Iowa Financial Fitness Challenge is now open for [registration](#). Thanks to generous funding by the Iowa Insurance Division and Iowa CareGivers, participation in the award-winning Financial Fitness Challenge is **free**.

"We're pleased to expand our commitment to providing Iowans with meaningful financial education by sponsoring the Financial Fitness Challenge," Iowa Insurance Division Education Director Craig Goettsch said. *"Last year, our efforts helped many Iowa families become more secure financially by becoming better stewards of their money. We look forward to helping even more Iowans this year."*

For more information or to register for the Iowa Financial Fitness Challenge, email us at (info@financialfitnessgroup.com), call 1-888-345-1285 or visit <http://financialfitnessgroup.com/ih-overview/>.

ABOUT IOWA INSURANCE DIVISION

The Iowa Insurance Division supervises all insurance business transacted in the state. The insurance commissioner oversees companies and individuals in the sale of insurance in Iowa and has general control over all aspects of their business, from the forms they use to the rates they charge. The Insurance Division also has statutory authority over many activities related to the sale of securities and other regulated products in the state.

ABOUT IOWA CAREGIVERS

The Iowa CareGivers, an independent nonprofit (501(c)(3)), was founded in 1992 in response to the growing concerns about the shortage and high turnover rates of those who work in direct care such as Certified Nurse Aides (CNAs), Home Care Aides (HCAs), personal support staff and others. Iowa CareGivers' sole purpose is to improve the direct care profession by advocating for policies and practices that address the needs of the workers.

ABOUT FINANCIAL FITNESS GROUP

The Financial Fitness Group provides online tools and software applications that deliver powerful, interactive personal finance and investing learning solutions. More than 750 industry leaders like Ameritrade, Morningstar, Intuit, Staples, Cornell and New York Life use our products to augment wellness benefits and provide accurate and unbiased FINRA-compliant content. The Financial Fitness Group is headquartered in San Diego. Find us on the web at: financialfitnessgroup.com