PRESS RELEASE
FOR IMMEDIATE RELEASE
October 28, 2008

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WINNE BALLARD KICKS OFF INDY’S CAMPAIGN FOR FINANCIAL FITNESS

INDIANAPOLIS - (October 28, 2008) Mayor Greg Ballard joined Indianapolis First Lady Winnie Ballard today along with representatives of community organizations throughout Indianapolis to announce the launch of Indy's Campaign for Financial Fitness - the first citywide initiative designed to connect residents with financial fitness resources.

“For years, we have had a number of organizations that have helped Marion County residents become more financially fit, but as a city, we have yet to coordinate these efforts or to maximize their reach,” said Winnie Ballard. “Beginning January 1, 2009 - that changes.”

Indy’s Campaign for Financial Fitness is a collaborative effort involving community centers, financial institutions, charitable organizations and government agencies working to provide free tax preparation to Indianapolis residents who qualify for the federal Earned Income Tax Credit (EITC); financial fitness coaching during tax prep, and continued financial fitness education throughout the year.

“One of the most powerful things we can do as a community to make Indianapolis stronger, is to help hardworking families become more financially sound,” said Mayor Ballard.

Tax preparation will take place at partner sites from January 2009 through April 2009. Financial Fitness seminars will take place at the sites on a rotating basis from April 2009 through December 2009. To date, 10 community centers, the United Way of Central Indiana and the Indianapolis Asset Building Coalition members have signed on to participate.

Following today’s announcement the partners will begin an intensive effort to recruit volunteers from financial institutions, community groups and neighborhood associations.

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