



Commonwealth of Kentucky Public Protection Cabinet

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Libraries Offer Investor Education ‘Scavenger Hunt’ Contest *Kentucky Department of Financial Institutions, Investor Protection Institute Jointly Launch Program on March 15*

FRANKFORT, Ky. (March 7, 2016) – Starting March 15, Kentuckians can visit participating libraries to compete in an investor education and protection program and contest called DASH for the STASH.

The contest takes place March 15-May 15, 2016, and is being launched in Kentucky by the Kentucky Department of Financial Institutions and the nonprofit Investor Protection Institute. The two organizations will present one statewide winner with a \$1,000 prize to open or add to a retirement investment account for 2016.

DASH for the STASH will be offered at participating public libraries and community college libraries across Kentucky. For a list of locations, visit www.iinvest.org/programs/dash-for-the-stash.

The DASH for the STASH contest is played much like a scavenger hunt. But instead of collecting objects, individuals collect information about saving and investing and leave answers to quiz questions. To enter the contest, individuals visit a participating library where a set of four investor education topic posters (and one rules poster) are displayed. Contestants read each poster and then access the quiz question for each poster.

“Our goal is to impart financial knowledge on how to save, invest and protect your nest egg,” said DFI Securities Division Director Shonita Bossier. “Investor education, although a serious matter, should be an enjoyable and educational experience. We invite Kentuckians of all ages to play and learn along the way some tips on smart investing and avoiding fraud.”

“DASH for the STASH is a great way to engage consumers, especially younger people, who have not yet started to pay attention to this critical part of their financial outlook,” said Don Blandin, president and CEO of the Investor Protection Institute. “Our goal is to lead individuals to venues, such as public libraries, where they can find reliable investor education and protection resources.”

The easiest way to play DASH for the STASH is to use a smartphone or mobile device to scan each poster’s QR code. Or participants can use a computer to look up the web link provided. Either way, people enter the contest by visiting a host location and answering the quiz questions online. For a chance to win, an individual must answer all four quiz questions correctly. The posters cover four key topics: finding financial advisers, avoiding fraud, understanding investment fees, and building a nest egg.

In addition to English language posters, select DASH for the STASH locations will also have posters in Spanish and/or Chinese.

For more information about DASH for the STASH rules, go to http://www.iinvest.org/wp-content/uploads/2016/02/DASH-for-the-STASH_2016_Rules.pdf.

The Investor Protection Institute (<http://www.iinvest.org>) is an independent nonprofit organization that advances investor protection by conducting and supporting unbiased research and groundbreaking education programs. IPI carries out its mission through investor education, protection and research programs delivered at the national and grassroots level in collaboration with state securities regulators, nonprofits, universities and other strategic partners.

DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI’s mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

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