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**FOR IMMEDIATE RELEASE**

## **Hartford Public Library Hosts “Dash for the Stash” Financial Literacy Contest**

Hartford, CT (April 16, 2015) – Hartford Public Library will join public libraries and other institutions in five states -- Connecticut, Illinois, Iowa, Missouri, and Nebraska – and the District of Columbia in the DASH for the STASH investor education/protection program and contest taking place April 15 - May 15, 2015. Research shows that the four focuses of DASH for the STASH – financial fraud, building a nest egg, selecting financial advisers, and the cost of investment fees – are all topics about which many consumers need to learn more.

The DASH for the STASH contest works much like a scavenger hunt. But instead of collecting objects, players gather information and leave answers to quiz questions. To play, participants will visit any Hartford Public Library location to find four posters. They will read each poster, access the financial literacy-related quiz question online or via their smartphones, and choose an answer. The Library also will display investor education booklets, courtesy of Kiplinger, the Investor Protection Institute and the Investor Protection Trust.

A DASH for the STASH winner in each state and the District of Columbia will be awarded \$1,000 to open or add to an Individual Retirement Account (IRA), thanks to the nonprofit Investor Protection Institute (IPI), the Connecticut Department of Banking, the District of Columbia (DC) Department of Insurance, Securities and Banking’s Securities Bureau, the Office of the Illinois Secretary of State’s Securities Department, the Iowa Insurance Division’s Securities Bureau, the Office of the Missouri Secretary of State’s Securities Division, and the Nebraska Department of Banking and Finance.

“Financial literacy is an important factor to building a well-rounded life,” said Hartford Public Library CEO Matthew Poland. “We’re pleased to provide an easy, engaging way for Hartford residents to gain financial tools for success.”

IPI President and CEO Don Blandin said: “Our goal is to impart some financial knowledge—in a fun way—on how to save, invest, and protect your nest egg. Everyone will learn something. Getting people to focus on investing for retirement is not a game, but DASH for the STASH is a great way to engage participants who might not otherwise pay attention to this crucial part of their overall financial picture.”

### **ABOUT [HARTFORD PUBLIC LIBRARY](#)**

As a finalist for the 2014 National Medal from the Institute for Museum and Library Services, Hartford Public Library has been recognized as national leader in redefining the urban public library in the 21st

century as an innovative and stimulating place where people can learn and discover, explore their passions, and find a rich array of resources that contribute to a full life. Hartford Public Library provides free resources that inspire reading, guide learning, and encourage individual exploration. Serving the residents of Hartford and beyond at its nine branches and Downtown location, Hartford Public Library receives more than 860,000 visits per year from adults, children and families seeking early literacy opportunities, work skills training, civic engagement, arts enrichment, and so much more. Visit [hplct.org](http://hplct.org).

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