



ABLE National Resource Center Launches 2019 #ABLEtoSave Campaign
Grassroots initiative aims to educate and encourage people with disabilities to open ABLER accounts

Washington, D.C. (August 1, 2019) – The [ABLE National Resource Center \(ABLE NRC\)](#) announced today the launch of its 2019 #ABLEtoSave campaign. #ABLEtoSave is a month-long grassroots education and informational campaign about Achieving a Better Life Experience (ABLE) accounts. The primary goals of #ABLEtoSave are to increase awareness about ABLER accounts and to accelerate the number of eligible individuals with disabilities who are opening and benefiting from ABLER accounts across the country. The ABLER National Resource Center is founded and managed by [National Disability Institute](#).

ABLE accounts are tax-advantaged savings accounts that have the potential to significantly increase the independence and quality of life of individuals with disabilities. This includes both individuals with disabilities who receive public benefits and those who do not receive public benefits. ABLER accounts will not jeopardize benefits such as Medicaid, Supplemental Security Income (SSI) and many other benefits. Since the passage of the Stephen Beck, Jr. Achieving a Better Life Experience Act in December 2014, 43 ABLER programs have launched, including the District of Columbia (many of which are nationwide programs). As of the end of March 2019, more than 41,000 individuals with disabilities from across the country have opened ABLER accounts and more than \$230 million has been invested in those accounts.

"#ABLEtoSave month is an opportunity for qualified people with disabilities, their family members and supporters to learn how these accounts can increase financial stability in both daily living and long-term goal setting," Miranda Kennedy, Director, ABLER National Resource Center, said. "We are excited to share with everyone best practices and information on how to open and benefit from ABLER accounts so that more people with disabilities can Achieve a Better Life Experience through ABLER."

The campaign is expected to have widespread participation from all existing and soon-to-be-launched ABLER programs, major national disability groups, financial institutions and other stakeholders.

Throughout the month of August, ABLER NRC will provide sample messaging, social media posts and other resources to all campaign participants. [Webinars](#) will be held each Thursday during August. Webinar topics include:

- Kickoff (August 1-2): Welcome to #ABLEtoSave Month
- WEEK 1 (August 5– 9): Opening an ABLER Account: Key Decisions for Success
- WEEK 2 (August 12 – 16): ABLER Best Practices and Action Steps for Family Members and Supporters (Circle of Support)
- WEEK 3 (August 19-23): ABLER Best Practices for Working-Age Adults



- WEEK 4 (August 26- 30): Celebrating All the Ways You Are ABLE: Announcing Winners from #ABLEtoSave Video Contest and Next Steps

All current ABLE programs, as well as programs that plan to launch by the end of 2019, will participate in the campaign. State ABLE programs may offer certain enrollment incentives during August and will share their own ABLE materials in addition to those provided as part of the #ABLEtoSave campaign.

An #ABLEtoSave toolkit is housed on the ABLE NRC website and includes a logo, sample social media posts, videos and additional outreach materials. For more information about the ABLE Act and ABLE accounts, visit ablenrc.org.

The #ABLEtoSave Awareness Campaign is made possible through the generous support of Prudential, Ascensus, TIAA, Fidelity and Fifth Third Bank.

About ABLE National Resource Center

[ABLE National Resource Center](http://www.ablenrc.org) (ABLE NRC) is the leading, comprehensive source of objective, independent information about federal and state-related ABLE programs and activities, including guidance on tax-advantaged ABLE savings accounts. Founded and managed by [National Disability Institute](http://www.ndi.org) (NDI), ABLE NRC's goal is to provide consistent, reliable information concerning the benefits of an ABLE account. In addition, ABLE NRC aims to educate individuals with disabilities and their families, state government and legislatures, financial service companies and financial planners and attorneys - who focus on trust and estate planning – about ABLE's potential positive impact on the lives of millions of Americans with disabilities. Visit www.ablenrc.org for more information. Follow us on Facebook: [@theABLENRC](https://www.facebook.com/theABLENRC) or on Twitter: [@theABLENRC](https://twitter.com/theABLENRC).

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