

# [ORGANIZATION LETTERHEAD]

## [ORGANIZATION] TO TAKE PART IN #ABLETOSAVE CAMPAIGN

*Grassroots initiative aims to educate and encourage people with disabilities to open ABLÉ accounts*

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[CITY] (DATE) – [ORGANIZATION] announced today that it will take part in #ABLEtoSave, a month-long grassroots education and informational campaign about Achieving a Better Life Experience (ABLE) accounts. The campaign is managed by the [ABLE National Resource Center](#) (ABLE NRC). The primary goals of #ABLEtoSave are to increase awareness about ABLÉ accounts and to accelerate the amount of ABLÉ accounts opened across the country.

ABLE accounts are tax-advantaged savings accounts that have the potential to significantly increase the independence and quality of life of individuals with disabilities without jeopardizing much-needed benefits such as Medicaid and Supplemental Security Income (SSI). Since the passage of the Stephen Beck, Jr. Achieving a Better Life Experience (ABLE) Act in December 2014, 42 states have launched ABLÉ programs, plus the District of Columbia (many of which are nationwide programs). Additionally, over 41,000 individuals with disabilities have opened ABLÉ accounts.

“ABLE accounts are a down payment on freedom for millions of individuals with disabilities and their families,” [NAME], [ORGANIZATION], said. “The goal of the #ABLEtoSave campaign is to significantly boost public knowledge about ABLÉ accounts and ultimately increase the amount of ABLÉ accounts opened across all ABLÉ programs in the country.”

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

Throughout the month of August, ABLÉ NRC will provide sample messaging, social media posts and other resources to all campaign participants. A topical webinar will be held each week in August on Thursdays. Each webinar will focus on a different theme:

- Kickoff (August 1-2): Welcome to #ABLEtoSave Month
- WEEK 1 (August 5– 9): Opening an ABLÉ Account: Key Decisions for Success
- WEEK 2 (August 12 – 16): ABLÉ Best Practices and Action Steps for Family Members and Supporters (Circle of Support)
- WEEK 3 (August 19-23): ABLÉ Best Practices for Working-Age Adults
- WEEK 4 (August 26- 30): Celebrating All the Ways You Are ABLÉ: Announcing Winners from #ABLEtoSave Video Contest and Next Steps

An #ABLEtoSave toolkit is housed on the ABLÉ NRC website and includes a logo, sample social media posts, videos and additional outreach materials. For more information about the ABLÉ Act and ABLÉ accounts, visit [ablenrc.org](http://ablenrc.org).

**About [ORGANIZATION]**

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