

## [ORGANIZATION LETTERHEAD]

### [ORGANIZATION] TO TAKE PART IN #ABLETOSAVE 2021 CAMPAIGN

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

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[CITY] (DATE) – [ORGANIZATION] announced today that it will take part in #ABLEtoSave, a month-long grassroots education and outreach campaign about Achieving a Better Life Experience (ABLE) accounts. The campaign is managed by the [ABLE National Resource Center](#) (ABLE NRC) with the generous support of its sponsors: [Prudential](#), [TIAA](#), [CalABLE](#), [ABLENow](#) and [ABLEAmerica](#).

The goal of #ABLEtoSave is to increase public awareness on the benefits of tax-advantaged ABLE savings and investment accounts to increase the financial well-being of people with disabilities. ABLE accounts offer eligible individuals a path to “Achieve a Better Life Experience (ABLE)” through the ABLE Act legislation of 2014. This includes a focus on the ways ABLE accounts can help address the needs of all individuals with a disability including Black, Indigenous and People of Color (BIPOC) community members with disabilities who are eligible for ABLE accounts.

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, 44 states have launched ABLE programs, plus the District of Columbia (many of which are nationwide programs). According to the National Association of State Treasurers (NAST), more than 91,000 ABLE accounts have been opened with more than \$759 million invested; the average savings in an ABLE account is \$8,325.

“ABLE accounts are a down payment on freedom for millions of eligible individuals with disabilities and their families,” [NAME], [ORGANIZATION], said. “The goal of the #ABLEtoSave campaign is to significantly boost public knowledge about ABLE accounts and ultimately increase the number of ABLE eligible individuals who are opening and benefiting from ABLE accounts across the country.”

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

ABLE NRC will provide sample messaging, social media posts and other resources to all campaign participants. #ABLEtoSave Month 2021 will feature podcasts, new ABLE resources, videos, panel discussions with ABLE account owners and their family members and more. Visit the [#ABLEtoSave Month 2021 webpage](#) for a list of activities and resources.

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

#### About [ORGANIZATION]

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#### Contact:

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