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PRESS RELEASE

**For Immediate Release
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Opportunity@Work Partners to Offer Financial Wellness in the Workplace to Lincoln Area Businesses

FOR IMMEDIATE RELEASE

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Lincoln, NE: Opportunity@Work is a coalition that believes that all Nebraskans should have opportunities for financial stability. With at least a third of Nebraska's families struggling to make ends meet and with financial stresses multiplying due to rising costs, improving opportunities for financial stability is imperative.

In response, Lincoln community members are hosting are Financial Wellness in the Workplace Boot Camp for local area businesses and employees.

Financial Wellness is a program that was piloted in Omaha after its creation by The Financial Stability Partnership of the United Way of the Midlands, The Federal Reserve Bank – Omaha Branch and Waddell & Reed Financial Services. Financial Wellness in the Workplace provides classroom-style education on financial issues with personal one-on-one financial advising services for employees. Outcomes of this program for employees and employers include less financial stress, decreased debt, increased participation in employer-sponsored 401(k) programs, and improved net worth.

Businesses in the Lincoln area interested in hearing more about the Lincoln Financial Wellness in the Workplace Boot Camp are invited to attend an information sharing session on Thursday, May 22, 2008. This session will take place at the Lincoln Action Program building at 210 O Street from 11:00 a.m. – 1:00 p.m. Lunch will be provided.

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At the close of the meeting, ten local businesses will be invited to participate in the Financial Wellness in the Workplace Boot Camp by sending two employees through the program free of charge. As part of the boot camp, employees will attend a total of five education sessions and be provided with one year of financial services.

The Financial Wellness Boot Camp in Lincoln will be hosted by Opportunity@Work Partners (including Community Action in Nebraska, Lincoln Action Program, Nebraska Appleseed Center for Law in the Public Interest, the Human Services Federation, and Voices for Children in Nebraska) and Waddell & Reed.

Opportunity@Work is a statewide coalition of leaders in the business, human service, philanthropic and non-profit fields working together to increase opportunities for financial stability. Opportunity@Work has identified Financial Wellness in the Workplace as a viable opportunity for businesses, employees and communities to attain greater economic stability and is working together with Waddell & Reed to expand Financial Wellness in the Workplace across the state.

“Opportunity@Work believes that Financial Wellness in the Workplace is a wonderful program that works to engage all employees in comprehensive financial know-how and helps to create a path toward financial stability,” says Annemarie Bailey Fowler, Opportunity@Work Coordinator. Financial stability assumes that working parents are able to provide for basic needs and ensure a healthy and safe environment for a family. In doing so, families and children are more likely to achieve positive outcomes, which lead to greater prosperity, a stronger workforce, community engagement and a better Nebraska for us all.

For more information regarding the Lincoln Financial Wellness Boot Camp, please contact Jeremy Kester at Waddell & Reed at 402-484-7526, ext. 116 or Annemarie Bailey Fowler at 402-597-3100.

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