

BY: M. of A. Gallahan

MEMORIALIZING Governor Kathy Hochul to proclaim
April 8-12, 2024, America Saves Week in the State of
New York

WHEREAS, It is the sense of this Legislative Body to recognize official days that are set aside to increase awareness of serious issues that affect the lives of citizens of New York State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to memorialize Governor Kathy Hochul to proclaim April 8-12, 2024, America Saves Week in the State of New York; and

WHEREAS, America Saves Week was established in 2007, as an annual celebration and call to action for everyday Americans to commit to saving successfully; and

WHEREAS, During this week of recognition, individuals are encouraged to do a financial check-in which allows them to get a clear view of their finances, set savings goals, and create a plan to achieve them; and

WHEREAS, This year, the week's themes will be: Saving Automatically, Monday, April 8, 2024; Saving for the Unexpected, Tuesday, April 9, 2024; Saving for Major Milestones, Wednesday, April 10, 2024; Paying Down Debt is Saving, Thursday, April 11, 2024; and Saving at Any Age, Friday, April 12, 2024; and

WHEREAS, America Saves is a non-profit organization which uses principles of behavioral economics and social marketing to motivate, encourage and support everyday Americans to save money, reduce debt, build wealth and create better financial habits; and

WHEREAS, This vital organization encourages individuals and families to take the America Saves pledge, a tool that empowers them to commit to save successfully with a plan; thousands of non-profit, government, and corporate organizations partner with America Saves through local, regional, statewide, and national campaigns both year-round and during America Saves Week; and

WHEREAS, As an organization, America Saves is dedicated to helping build financial confidence because it is a place where we can support ALL people, including the most vulnerable among us; and

WHEREAS, America Saves is an initiative of the Consumer Federation of America (CFA), a non-profit, pro-consumer organization of over 270 consumer education, advocacy, and cooperative members dedicated to advancing consumer interest; and

WHEREAS, It is imperative that there be greater awareness of the

importance of financial security, and more must be done to increase activity at the local, State and National levels; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Kathy Hochul to proclaim April 8-12, 2024, America Saves Week in the State of New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Honorable Kathy Hochul, Governor of the State of New York.