

.... March 15, 2016 Nebraska News Advisory ...

**INVESTOR EDUCATION AND PROTECTION PROGRAM WITH \$1,000 PRIZE TO BE LAUNCHED BY NEBRASKA DEPARTMENT OF BANKING & FINANCE, INVESTOR PROTECTION INSTITUTE**

**LINCOLN – NEWS ADVISORY** – Citizens of Nebraska are eligible to compete in an investor education and protection program and contest taking place March 15 - May 15, 2016. The *DASH for the STASH* program is being launched in Nebraska by the Department of Banking & Finance and the nonprofit Investor Protection Institute. The two organizations will present one statewide winner with a \$1,000 prize to open or add to a retirement investment account for 2016.

*DASH for the STASH* will be offered at public libraries and other locations across Nebraska. For the current list of locations, go online to <http://www.iinvest.org/programs/dash-for-the-stash>.

The *DASH for the STASH* contest is played much like a scavenger hunt. But instead of collecting objects, individuals collect information about saving and investing and leave answers to quiz questions. To enter the contest, individuals visit a participating library or other location where a set of four investor education topic posters (and one rules poster) are displayed. Contestants read each poster and then access the quiz question for each poster.

**“Our goal is to impart some financial knowledge on how to save, invest, and protect your nest egg,”** said Nebraska Department of Banking & Finance Assistant Director, Jack E. Herstein. **“Investor education is a serious matter, but that doesn’t mean we can’t make it an educational and enjoyable experience for Nebraskans.”**

**“*DASH for the STASH* is a great way to engage consumers, especially younger people, who have not yet started to pay attention to this critical part of their financial outlook,”** said Don Blandin, president and CEO of the Investor Protection Institute. **“Our goal is to lead individuals to venues, such as public libraries, where they can find reliable investor education and protection resources.”**

The *DASH for the STASH* posters each have a QR code and a web link to a quiz that individuals will access to answer questions and participate in the contest. The posters cover four key topics: finding financial advisers, avoiding fraud, understanding investment fees, and building a nest egg. The easiest way to play *DASH for the STASH* is to use a smartphone or mobile device to scan each poster’s QR code, but you also will be able to use a laptop or desktop computer at most locations.

In addition to English language posters, select *DASH for the STASH* locations will also have posters in Spanish and/or Chinese.

For more information about *DASH for the STASH* rules, go to [http://www.iinvest.org/wp-content/uploads/2016/02/DASH-for-the-STASH\\_2016\\_Rules.pdf](http://www.iinvest.org/wp-content/uploads/2016/02/DASH-for-the-STASH_2016_Rules.pdf).

The Nebraska Department of Banking was created by Nebraska legislators to regulate state-chartered banks and other financial industries within the state. In 1939, regulation of state securities laws was also placed under the jurisdiction of the Department of Banking. Today, the Nebraska Department of Banking and Finance regulates and supervises various financial industries on behalf of the State of Nebraska and its residents. <http://www.ndbf.ne.gov/index.shtml>

The Investor Protection Institute (<http://www.iinvest.org>) is an independent nonprofit organization that advances investor protection by conducting and supporting unbiased research and groundbreaking education programs. IPI carries out its mission through investor education, protection and research programs delivered at the national and grassroots level in collaboration with state securities regulators, nonprofits, universities, and other strategic partners.

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