

PLAN WELL TO LIVE WELL

WHAT ARE YOU PLANNING FOR?



Financial Planning Standards Board to Launch World Financial Planning Day 2019 on 2 October

DENVER, CO – 03 JULY 2019 – [Financial Planning Standards Board Ltd. \(FPSB\)](#) and the global community of professional financial planning bodies representing over 181,000 CERTIFIED FINANCIAL PLANNER® professionals worldwide announced today the launch of the third annual World Financial Planning Day (#WFPD) on Wednesday, 2 October.

The FPSB network will partner with the International Organization of Securities Commissions (IOSCO) to promote financial literacy and capability through World Financial Planning Day 2019 (#WFPD), which takes place during IOSCO's World Investor Week (#WIW), a global campaign from 30 September – 6 October designed to raise awareness about the importance of investor education and protection.

Global consumer research conducted by FPSB found that four out of five consumers do not feel confident that they know enough about financial matters, that they will achieve their financial goals, or that they are successful at sticking to their financial strategies. FPSB launched WFPD in 2017 in partnership with IOSCO as part of the global financial planning community's commitment to increase levels of consumers' financial literacy and capability, and to help the public put investment decisions in the context of other financial and life goals.

“ We are proud of events like World Investor Week and World Financial Planning Day that highlight the value of investor education and the work being done by securities regulators and others to increase investor financial literacy. By recognizing financial planning as a global citizenship skill, World Financial Planning Day has the potential to help millions improve their futures and financial wellbeing through savings and investments.

— José Alexandre Vasco, Chair of IOSCO's Committee on Retail Investors

“FPSB and the global financial planning community are pleased to join IOSCO for the third year in supporting efforts to raise the level of financial literacy and financial capability among members of the public globally,” said FPSB CEO Noel Maye. “On World Financial Planning Day, the FPSB network and thousands of CFP® professionals around the world will help raise awareness of the value of financial planning, of having a financial plan and of working with a competent and ethical financial planner who puts clients' interests first.”

During WFPD, FPSB's global network of over 181,000 CFP professionals in 27 countries and territories will provide programs and events to promote consumer awareness and understanding of the value of financial planning, covering topics such as debt management, financial emergency preparation, home ownership, saving, investment planning and retirement. In addition, FPSB will host a #PlanWell2LiveWell video contest in which consumers are prompted to share what living well means to them.



PRESS RELEASE

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Further details about the video contest, WFPD and FPSB's network-wide programs and events are available on FPSB's [Facebook](#) and [Twitter](#) accounts, as well as on worldfpday.org.

ABOUT FPSB

FPSB manages, develops and operates certification, education and related programs for financial planning organizations to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB demonstrates its commitment to excellence with the marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and CFP Logo Mark – which it owns outside the United States. The FPSB global network consists of organizations in the following 27 territories: Australia, Austria, Brazil, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Japan, Malaysia, the Netherlands, New Zealand, People's Republic of China, Peru, Republic of Korea, Singapore, South Africa, Switzerland, Thailand, Turkey, the United Kingdom and the United States. At the end of 2018, there were 181,360 CFP professionals worldwide. For more, visit fpsb.org.

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