**A close-up of a person's face

Description automatically generated** Logo

Description automatically generated

**<<Affiliate>> celebrates World Financial Planning Day: Activities to Raise Awareness on the Value of Financial Planning**

*Eighth annual World Financial Planning Day is 9 October*

**LOCATION – DAY MONTH 2024 –** Financial planning is much more than managing money. To raise awareness about the wide-ranging benefits of financial planning, <<Affiliate>> will join the [Financial Planning Standards Board Ltd. (FPSB)](https://www.fpsb.org/) to host the eighth annual [World Financial Planning Day](https://worldfpday.org/) on 9 October in partnership with the International Organization of Securities Commissions (IOSCO) [World Investor Week](https://www.worldinvestorweek.org/) (WIW) from 7-13 October.

“We’re excited to come together with our global network and community of CERTIFIED FINANCIAL PLANNER professionals to raise awareness of the value of financial planning through World Financial Planning Day, hosted alongside IOSCO’s World Investor Week,” said FPSB CEO Dante De Gori, CFP. “Financial planning can not only play a key role in achieving long-term financial stability and success but also positively impact an individual’s mental health and family life. Through World Financial Planning Day, we strive for individuals worldwide to discover the powerful impact financial planning can have to achieve life goals and build brighter futures.”

A blue circle with a globe and text

Description automatically generated

To mark this year’s campaign, <<Affiliate>> representing more than <<#>> CFP professionals in <<territory>>, will share a [celebratory campaign video](https://youtu.be/chQ3iYTUuxw), share [FPSB’s Value of Financial Planning global consumer research findings](https://fpsb.org/about-financial-planning/the-value-of-financial-planning/?_gl=1%2A1wxtbaa%2A_ga%2AOTYyNDYyMjQ4LjE3MTk1ODkxNDI.%2A_ga_Y8ZDKSLZG5%2AMTcyNDI2MjAwNS41Ny4xLjE3MjQyNjIwMTEuNTQuMC4w), host a variety of financial education events and disseminate key messages to build awareness on the significant impact financial planning can have to achieve life goals and dreams. Activities include:

* <<Activity # 1>>
* <<Activity # 2>>
* <<Activity # 3>>

We invite everyone to participate in our activities and take advantage of the resources available.

More information about World Financial Planning Day and World Investor Week is available on [worldfpday.org](https://worldfpday.org) and [worldinvestorweek.org](https://www.worldinvestorweek.org/) and by joining the #WFPD2024 and #IOSCOWIW2024 conversations on [LinkedIn](https://www.linkedin.com/company/financial-planning-standards-board-ltd-), [Facebook](https://www.facebook.com/fpsb1/), [Twitter](https://twitter.com/fpsb), [Instagram](https://www.instagram.com/fpsb_global/) and [YouTube](https://www.youtube.com/user/FinancialPlanningSB).

**About <<Affiliate>>**

<<Add your boilerplate>>

**About FPSB Ltd.**

FPSB manages, develops and operates certification, education and related programs 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  – which it owns internationally. FPSB and our global network of organizations certify CFP professionals in 28 territories. CFP professionals reside in Australia, Austria, Brazil, Brunei, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Macau, Malaysia, the Netherlands, New Zealand, People’s Republic of China, Republic of Korea, Singapore, South Africa, Switzerland, Thailand, the United Kingdom and the United States. There are over 223,000 CFP professionals worldwide. For more, visit [fpsb.org](https://www.fpsb.org/).

FPSB owns the CFP, CERTIFIED FINANCIAL PLANNER and  (the CFP Marks) outside the United States, and permits qualified individuals to use the marks to indicate that they meet FPSB’s initial and ongoing certification standards and requirements. CFP professionals may use the CFP marks in the territory or region in which they are certified.

**About CFP Certification**

CFP certification is the global symbol of excellence in financial planning and represents financial planners who commit to standards of competency and ethics, and to putting clients’ interests first. The CERTIFIED FINANCIAL PLANNER credential represents financial planning professionals who commit to better serving their clients through rigorous international standards, ethical practices and lifelong learning.

# # #

**CFP Certification** *Global excellence in financial planning™*

**Media Contact:**   
<<Name>>  
<<Title>>

<<Affiliate>>

<<Phone>>

<<Email>>