



## Press Release

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### **Alaskans Invited to *DASH for the STASH* to Compete for \$1000 Prize**

*Alaska Division of Banking and Securities and Investor Protection Institute launch investor education contest*

May 5, 2017 ANCHORAGE – The Alaska Division of Banking and Securities invites Alaskans to compete in the *DASH for the STASH* program for a chance to win \$1000. For the second year in a row, the Investor Protection Institute will present one winner in Alaska with a \$1000 prize to open or add to an Individual Retirement Account (IRA). The *DASH for the STASH* investor education contest takes place through October 31, 2017.

The *DASH for the STASH* contest is played much like a scavenger hunt. However, instead of collecting objects, individuals collect information about saving and investing and answer quiz questions. To enter the contest, individuals visit a participating location where a set of the *DASH for the STASH* investor education and protection posters are displayed, read each poster, and then answer a corresponding quiz question. The posters cover four key topics: finding financial advisers, avoiding fraud, understanding investment fees, and building a nest egg.

“Investor education is a top priority of ours,” said Kevin Anselm, director of the Division of Banking and Securities. “Fighting investment scammers is only part of our job. We are also eager to equip Alaskans with the information they need to spot and avoid fraud.”

*DASH for the STASH* is being offered at public libraries, colleges, high schools, workplaces, and community organizations across Alaska. During the term of the contest, each location will hold a *DASH for the STASH* event. The Division of Banking and Securities is hosting two events: one event in [Juneau](#) on Monday, May 14 at the State Library Lecture Hall and another in Anchorage during fall 2017. The current list of event details, locations and dates is available at <http://www.iinvest.org/programs/dash-for-the-stash/dash-for-the-stash-2017-sites/>.

“Investor education has to be relevant to people to be most effective,” said Don Blandin, president and CEO of the Investor Protection Institute. “By bringing investor education to libraries and other community locations, we are ensuring that it is relevant to the lives of people and integrated directly into their lives.”

New in 2017 and running concurrently with the contest in Alaska, there will be a national online *DASH for the STASH* contest. Participants in the national contest have the opportunity to compete online for a chance to win one of seven \$150 IRA contributions. The online contest is open to all Alaskans regardless of whether they participate in the state program. More information is available at [iinvest.org/programs/dash-for-the-stash](http://iinvest.org/programs/dash-for-the-stash).

The Division of Banking and Securities, along with the Division of Corporations, Business and Professional Licensing, the Division of Insurance, the Alcohol and Marijuana Control Office, and the Regulatory Commission

of Alaska, is an agency housed within the Alaska Department of Commerce, Community and Economic Development tasked with protecting consumers in Alaska. For additional information about the division, please visit [www.commerce.alaska.gov/web/dbs/](http://www.commerce.alaska.gov/web/dbs/) for additional information about the Department of Commerce, Community and Economic Development and its other agencies, please visit [www.commerce.alaska.gov](http://www.commerce.alaska.gov).

The Investor Protection Institute (<http://www.investorprotection.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 and other strategic partners. IPI is dedicated to providing innovative investor protection programs that make a meaningful difference in the financial lives of Americans in all walks of life and at all levels of sophistication about financial matters.

ATTACHED: Alaska State Libraries Press Release: May 14 *DASH for the STASH* event in Juneau

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