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STATE OF ALASKA

PRESS RELEASE

For Immediate Release

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DASH for the STASH Investor Education and Protection Program with a \$500 prize!

Thursday, September 5, 2019 (Anchorage) – Residents of Alaska are eligible to participate in an investor education and protection program taking place September 1 through October 31, 2019. Participants will have the opportunity to win a \$500 Individual Retirement Account (IRA) contribution. The DASH for the STASH online program is open to all Alaska residents and is being launched by the Division of Banking and Securities and the nonprofit Investor Protection Institute (IPI).

The online program provides investor education and protection content in a format similar to a video game, and can be played by using a desktop computer, smartphone, or other mobile device. Participants will join “IRA the Squirrel” on a journey, accessing four video game levels that have information related to financial advisers, investment fees, investor fraud and building a nest egg. **To be entered for the prize, a participant must complete all four levels, answer all four questions correctly, and be able to receive an IRA contribution. An eligible statewide winner will be randomly selected at the end of September and the end of October. Each winner will receive a \$500 IRA contribution.**

“Educating individuals on how to build and protect their assets is core to what we do,” **said Alaska Division of Banking and Securities Director Patrice Walsh.** “With programs like DASH for the STASH, we work with IPI and organizations in Alaska to deliver investor education in a fun, interactive way.”

The Division of Banking and Securities and IPI are partnering with public libraries, colleges, high schools, extension educators, workplaces, and community organizations across the state.

“More people are accessing information online than ever before,” **said IPI President and CEO, Don Blandin.** “By offering the DASH program online where noncommercial, educational content can be easily shared among social media and other communication platforms, we hope individuals and their networks will learn key investing lessons and become wise and safe investors.”

For additional information about the DASH for the STASH contest and rules, visit iinvest.org/programs/dash-for-the-stash/. For additional information about the division, visit commerce.alaska.gov/web/dbs. For additional information about the Department of Commerce, Community, and Economic Development and its other agencies, please visit commerce.alaska.gov.

The Investor Protection Institute (<http://www.ilinvest.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.

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