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Press Release

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DASH for the STASH Investor Education Program Offers \$1000 Prize

Contest launched by Alaska Division of Banking and Securities in partnership with Investor Protection Institute

March 1, 2016 ANCHORAGE— Alaskans are eligible to win \$1000 in an investor education contest taking place March 15 through May 15, 2016. The *DASH for the STASH* program is being launched in Alaska by the Division of Banking and Securities and the nonprofit Investor Protection Institute. The two organizations will present one statewide winner with a \$1000 prize to open or add to a retirement investment account.

DASH for the STASH will be offered at public libraries and other locations across Alaska. For the current list of locations, visit iinvest.org/programs/dash-for-the-stash. The *DASH for the STASH* contest is played much like a scavenger hunt. However, instead of collecting objects, individuals collect information about investing and leave answers to quiz questions. To enter the contest, individuals visit a participating location, read the four investor posters, and then complete the quiz question for each poster.

"We want to help people learn how to save, invest, and protect a nest egg," said Kevin Anselm, director of the Division of Banking and Securities. "Investor education is a serious matter but that doesn't mean we can't make the educational experience fun for Alaskans of all ages."

The program covers four key topics: finding a financial adviser, 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. Alternatively, at most locations contestants will be able to use a computer to access the quizzes and to read the *DASH for the STASH* [rules](#).

"*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 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 Department of Commerce, Community and Economic Development tasked with protecting consumers in Alaska. For additional information about the division, please 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, nonprofits, universities, and other strategic partners.

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