

Chris Hladick

Commissioner

P.O. Box 110800
Juneau, AK 99811-0800

www.commerce.alaska.gov



Press Release

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Contacts: Kevin Anselm
Director, Division of Banking & Securities
(907) 269-4157
kevin.anselm@alaska.gov

Max Karlin
Investor Protection Institute
(703) 276-3255
mkarlin@hastingsgroup.com

Alaskan Wins \$1000 Prize in DASH for the STASH Contest

Alaska Division of Banking and Securities and the Investor Protection Institute make contribution to winner's retirement account

September 9, 2016 ANCHORAGE – An Anchorage man was awarded a \$1,000 contribution to his Individual Retirement Account (IRA) as a prize for participating in the 2016 [DASH for the STASH](#) investor education contest. At 14 public libraries and other locations across the state, 52 Alaskans submitted completed responses in the contest organized by the Investor Protection Institute (IPI) and the Alaska Division of Banking and Securities.

The 29-year-old Alaska winner who played DASH for the STASH at the Anchorage Public Library said, "My wife and I are always trying to learn more about finances, and the DASH for the STASH scavenger hunt was a fun, quick way to get useful information."

"The big challenge today in investor education and protection is finding ways to connect with people when—or in the case of young people, before—they need it," said Kevin Anselm, director of the Division of Banking and Securities. "The Alaska Division of Banking and Securities takes very seriously our mission of protecting the public. We are delighted with the strong response to DASH for the STASH and hope for even more participation next year."

The unique scavenger hunt-like contest attracted an estimated 3,200 individuals nationwide at 308 participating locations in 12 states and jurisdictions. Participants learned and then were quizzed about key investing topics: financial fraud, building a nest egg, selecting financial advisers, and the cost of investment fees. From the total pool of more than 800 people who submitted completed responses, 12 individuals providing correct answers – one in each participating jurisdiction – were randomly selected to receive \$1,000 IRA contributions.

IPI President and CEO Don Blandin said, "Staying true to our mission of educating individuals to be wise and safe investors, the DASH for the STASH program has proven to be an effective way in Alaska and elsewhere to engage communities in multiple jurisdictions and provide an opportunity for them to learn and share information in trusted environments such as public libraries, educational institutions, community organizations and workplaces where they have access to additional resources. We look forward to being an educational resource for all of the DASH participants in the future."

The Alaska locations that participated in the DASH for the STASH include: Anchorage Public Library, Coffman Cove Community Library, Consortium Library – University of Alaska, Cooper Landing Community Library, Craig

Public Library, Homer Library, Juneau Public Libraries, Kenai Community Library, Nenana Public Library, Pribilof School District, Soldotna Public Library, Thorne Bay Public Library, University of Alaska Anchorage and the Alaska Division of Banking and Securities.

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 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.invest.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. IPI serves as an independent source of unbiased and non-commercial investor education and protection materials.

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