



**For Immediate Release**

**MAYOR BOOKER LAUNCHES THIRD ANNUAL NEWARK FINANCIAL HELPLINE AND FIRST-  
EVER NEWARK  
FINANCIAL PLANNING DAY TO PROVIDE FREE ACCESS TO FINANCIAL PROFESSIONALS FOR  
NEWARK RESIDENTS**

***Residents will be able to obtain financial advice by phone at (973) 733-4311 on October 13 and 14;  
Financial Planning Day set for Saturday, October 15, 10 a.m. to 3 p.m. at Science Park High School***

**Newark, NJ – October 13, 2011** - Mayor Cory A. Booker, Municipal Council Vice President Anibal Ramos, Jr., BCDC Chief Executive Officer Lyneir Richardson, Financial Planning Association National Pro Bono Advisory & Chair of the Financial Planning Association of New Jersey Financial Planning Days initiative Omega D. Hartman, and representatives from various financial institutions and local service organizations announced the launch of the third annual Newark Financial Helpline and first-ever Newark Financial Planning Day at a press conference today.

The three-day initiative is designed to give Newark residents free access to volunteer financial service and planning professionals in response to current economic and marketplace challenges. From 9 a.m. to 7 p.m. daily on Thursday, October 13, and Friday, October 14, callers to the City of Newark's Non-Emergency Call Center will receive free information and referrals on a variety of issues including budgeting, credit and debt, opening bank accounts, personal bankruptcy, unemployment, foreclosure, identity theft, marketplace scams, student financial aid, insurance, investing, and taxes.

In addition, the organizers will host the first Newark Financial Planning Day on Saturday, October 15, from 10 a.m. to 3 p.m., at Science Park High School, 262 Norfolk Street, in Newark's Central Ward. On-site registration will begin at 9:30 a.m. At the school, residents will be able to get free one-on-one personalized financial advice from certified financial planners, and free financial workshops at no cost. Newark Financial Planning Day is part of the national Financial Planning Days initiative, a ground-breaking program involving city governments and thousands of financial planners nationwide, in an effort to provide free financial education and programming to people across the country.

“The Newark Financial Helpline is one more example of what makes Newark a great American city: we work together during good times and help each other out even more when times are tough. On Saturday, dozens of certified financial planners will be giving free financial workshops on topics ranging from foreclosure prevention to how to be a smart investor. If you have questions or just want to learn more about how to take care of your household's finances, come to one of our workshops, come meet with our volunteer planners, or call in from home. We are fortunate to have people stepping up by offering valuable financial education to anyone who needs it,” said Mayor Booker.

“A few years ago we opened the Newark Financial Empowerment Center in my Ward. And since then, my staff has referred people there on a daily basis because we see how beneficial the program has been. Financial empowerment for our families is critical, especially during these challenging economic times. I commend the organizations that came together to launch our third annual Financial Helpline and excited that we're hosting our first Financial Planning Day,” said Council Vice President Ramos, who also represents the North Ward.

Participants can register for Newark Financial Planning Day by phone at **(877) 861-7826** or at [www.FinancialPlanningDays.org/Newark](http://www.FinancialPlanningDays.org/Newark), and also access a list of local and national referral organizations and resources online at the Newark Financial Helpline's website at [www.newarkfinancialhelp.com](http://www.newarkfinancialhelp.com).

"The great recession and the fitful recovery are not just statistical constructs of economists. They have a very human dimension in the challenges faced by our fellow citizens and have a ripple effect in our communities. The Financial Planning Day initiative is a response to those challenges and a way for those most affected by the downturn to obtain free professional advice and financial education in their communities. Working together we may help turn challenges into opportunities," said Ms. Hartman.

Brick City Development Corporation, Newark's economic development catalyst, partnered with the city and Financial Planning Association of New Jersey to assist in the development and administration of the Newark Financial Helpline and to recruit and coordinate more than 20 volunteers.

"Every project and initiative that we pursue in Economic and Housing Development is grounded by our mission of improving the lives of Newarkers and building greater economic opportunity and abundance for our families," said Acting Director of Economic and Housing Development and Chairman of Brick City Development Corporation (BCDC) Adam Zipkin, in a statement. "The Newark Financial Helpline is a chance for us to build on that effort by engaging our citizens directly. Dozens of certified financial planners will be on site to meet with Newarkers in person or to speak with them over the phone. Whether you are saving for your child's college education or forming a strategy to get through these tough economic times, the certified financial planners can help you. This is free for every Newarker, so please come on by or call in."

"Each day at BCDC we work to create wealth and economic opportunity for Newark residents. Consistent with our mission, we devote staff time and allocate resources to organizing financial empowerment initiatives. We really hope that residents will call in and come out to participate and take advantage of these resources," said BCDC CEO Richardson.

The Booker administration has made financial empowerment for its residents a high priority since taking office in July 2006. In addition to the Volunteer Income Tax Assistance (VITA) program which the administration has offered during the past three years, the City and Essex County launched the Newark/Urban Essex Foreclosure Taskforce in November 2007, a coalition of more than 30 organizations that have come together to address the issues of foreclosure, predatory lending, mortgage scams, and home-purchasing.

In November 2008, the City of Newark partnered with Capital One Bank and Newark Public Schools to open the City's first student-operated bank at West Side High School to educate Newark youth about the importance of saving money, responsible financial planning and developing good credit. In February 2009 the City launched its first-ever Newark Financial Helpline Week with the support of the Newark Non-Emergency Call Center to provide Newark residents free access to volunteer financial service and planning professionals on a wide array of issues ranging from credit debt and foreclosure to identity theft and student financial aid.

That same year, during the month of April, the City and Newark Now opened the Newark Financial Empowerment Center which directly connects thousands of Newarkers to free quality tax preparation services, one-on-one financial and legal counseling and access to life-changing benefits such as free health insurance and food stamps, among other services.

Finally, in November 2009, The City of Newark launched "Bank on Newark." Modeled after the "Bank on San Francisco" initiative, this innovative financial empowerment program will enable low-income residents to maintain bank checking and savings accounts which will reduce their dependence on fee-charging check-cashing agencies.

Any persons interested in learning more about the Newark Financial Helpline can visit the program website at [www.newarkfinancialhelp.com](http://www.newarkfinancialhelp.com)

For more information about this or any City of Newark program or policy, contact the Non-Emergency Call Center at **(973) 733-4311**.

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Contact: City of Newark Press Information Office - **(973) 733-8004**  
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### **About the City of Newark, New Jersey**

Newark, commonly referred to as Brick City, is the third oldest city in the United States and the largest in New Jersey, with a population of more than 280,000 people. Newark sits on one of the nation's largest transportation super-structures including an international airport, major commuter and freight rail lines, major highway intersections and the busiest seaport on the east coast.

With a new Administration as of July 2006, Newark continues to see signs of a strong revival. Its population showed growth in the most recent census. Its six major colleges and universities are further expanding their presence. The rate of production of affordable housing has doubled, and new businesses are moving in. There is still much work to be done but Newark is on its way to achieving its mission: to set a national standard for urban transformation.

For more information on the City of Newark, please visit our website at [www.ci.newark.nj.us](http://www.ci.newark.nj.us)

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