

For Immediate Release

Contact: Adrian Harpool
443-226-4427
aha@adrianharpool.com

The *Moneywise* Empowerment Tour Visits Sacramento

National Financial Experts to Speak at Free Program at Center of Praise Ministries

Sacramento, CA – As the recession continues, minority households are disproportionately affected by lost jobs, foreclosures and reduced savings. Worse still, the wealth gap between African American and white families continue to expand as the foreclosure crisis wipes out the largest source of wealth for minorities. Consumers concerned about securing their homes, reducing debt, increasing savings, overcoming financial fears, or starting a small business can learn first-hand from nationally-recognized experts at the *Moneywise* Empowerment Seminar on Saturday, January 28, 2012, 9:00 a.m. to 3:30 p.m., at the Center of Praise Ministries 1228 23rd Street, Sacramento, CA 95816.

“I am delighted that our church is hosting the *Moneywise* Empowerment event and bringing essential knowledge to our community,” said Bishop Parnell M. Lovelace, Senior Pastor of Center of Praise Ministries. “The African American Church has long been integral to the strength and vitality of Black America, and I know it must continue to play an important role in our economic future.”

Sponsored by E-Trade Financial, Bank of the West and New York Life Insurance Company, this free community based seminar is part of a nationwide tour designed to help individuals and families protect their homes, communities and financial resources. Hosted by Bishop Parnell M. Lovelace, Jr. the featured event speakers include *Moneywise* TV Host Kelvin Boston, Valerie Coleman Morris – Financial Journalist and Author, Carl Jefferson - President of the National Association Of Human Resource Professionals, Robert Ferguson – Fitness Expert and Author of *Diet-Free for Life*, and Reverend Anthony Brown – National Gospel Recording Artist.

Representatives from the U. S. Small Business Administration, the FDIC, the NAACP, Bank of the West, New York Life and Lifepath Works along with local governmental agencies and non-profit organizations will lead results-oriented workshops on Making Your Money Work For You, Securing Your Home, Starting A Business, Over Coming Financial Stress and Finding Success In An Economic Mess. “Knowledge is the foundation of creating a successful financial plan,” said Boston. “The *Moneywise Empowerment* Seminar delivers resources, information, and practical steps that consumers can use to plan for a more empowered future.”

The *Moneywise* Empowerment Seminar will feature live entertainment and a free lunch for attendees. Space is limited and attendees are encouraged to register in advance online at www.moneywise.tv/empowerment-tour. E*TRADE Bank is the national presenting sponsor of the Moneywise Empowerment Tour.

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The *Moneywise Empowerment Tour* is the national outreach program for the *Moneywise with Kelvin Boston* public television series. Since 2006 the *Moneywise Empowerment Tour* has served more than 35,000 African American consumers, military members, and their families in the United States, Japan, Bahrain (Middle East) and Europe.