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**For immediate release:**

April 13, 2015

**ETF Launches EMPOWER Campaign to Help Women  
Achieve Retirement Security**

Madison, WI – For a number of reasons, women save significantly less money for retirement than men. The [Department of Employee Trust Funds](#), [Wisconsin Deferred Compensation Program](#) and Affirmative Action Committees at several Wisconsin state agencies are sponsoring a year-long, statewide educational campaign to inspire and encourage women to save for their retirement.

The educational campaign, “[EMPOWER: Guiding Women of All Cultures Toward a Strong Financial Future](#),” will provide a greater awareness among public employees of their current Wisconsin Retirement System benefits, improve basic financial literacy, and build understanding of the tax advantages of supplementing their retirement savings through the WDC.

EMPOWER will begin with a free educational forum, “A Woman’s Road to Retirement – Why It’s Different,” on Thursday, April 23, from 12:00 to 1:00 p.m. at the Tommy Thompson Commerce Center, 201 W. Washington Ave., in Madison. There is no registration required for the event, which is being held in conjunction with national [Money Smart Week](#), April 18-25.

Lara Hinz, program director of the [Women’s Institute for a Secure Retirement](#), will present on the unique challenges women face in achieving retirement security.

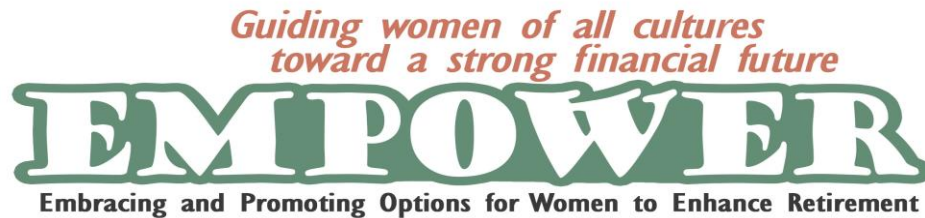
Women are twice as likely as men to live below the poverty line during retirement. This is especially true for single and minority women. According to WISER, the poverty rate for Hispanic women over age 65 is 41.1% and Black women is 38.5%, compared to White women at 16.7%.

“Unfortunately, women are often not financially prepared for retirement. They stop working to care for loved ones, have lower earnings and live longer than their spouses or partners. We want to empower women to save, plan and prepare for a secure retirement,” says Hinz.

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EMPOWER partners include WISER, [Wisconsin Women's Council](#), [Summit Credit Union](#) Willett Consulting, and other supporters.

Participating state agencies include the Department of Agriculture, Trade and Consumer Protection; Department of Financial Institutions; Department of Health Services; Department of Military Affairs; Department of Administration; Department of Revenue; Department of Transportation; Office of State Employee Relations; and Wisconsin Housing and Economic Development Authority.



**For additional information on EMPOWER**, go to [etf.wi.gov/empower](http://etf.wi.gov/empower) or follow Twitter [@WI ETF](#). Contact:

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ETF administers retirement, insurance and other fringe benefit programs, such as the WDC, on behalf of almost 600,000 working and retired public employees of the Wisconsin Retirement System. The WRS is the 9<sup>th</sup> largest U.S. public pension fund and the 25<sup>th</sup> largest public or private pension fund in the world.

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