

American Association of Daily Money Managers

DRAFT PRESS RELEASE FOR DAILY MONEY MANAGEMENT

The press release below the line can be customized to fit your own DMM business and sent to local press outlets to enhance public awareness of your company. Add, delete, or change the details to fit your own particular needs. Please note this sample has a senior client focus. DMMs who do not provide services to seniors should edit the content to address their specific types of clients.

For IMMEDIATE RELEASE

Contact: Jane Doe, 555-555-55555

HEADLINE (5-8 words brief explanation of value of release)

SUBHEADLINE (5-8 words more detail of value of release)

Town, State – Month, Year –MOST important information in first two lines! A growing professional field known as Daily Money Management is becoming more and more prevalent across the country. Daily Money Managers (DMMs) help individuals and families with their personal financial paperwork. This may include bill paying, checkbook balancing, filing, organizing and budgeting, as well as submitting and tracking medical insurance claims. Many DMMs provide either social support services or local referrals to such services.

Many DMMs will visit clients in their own homes. Older adults as well as busy professionals are likely to engage the services of a Daily Money Manager. DMM services can help older adults maintain independence while providing their adult children with peace of mind, knowing their parents' needs are being met. Many individuals and families have busy lives that leave little time for leisure pursuits. Daily Money Management services can give them more time for themselves by taking care of a variety of personal business and paperwork tasks.

Any Name Daily Money Managers of Anytown, USA is a company available to help local clients with their daily money management needs. Jane Doe, President and Founder of Any Name Daily Money Managers, has an extensive background in banking and working with seniors. She has been actively involved in the community for many years. Any Name Daily Money Managers is located at 555 Main Street, Anytown, USA 55555, and can be contacted at 555-555-55555 or at AnyNameDMM@aol.com.

- ## -

Jane Doe is a member of the American Association of Daily Money Managers – a membership organization comprised of individuals who provide daily money management services directly to their own clients. AADMM is committed to supporting daily money management services in an ethical manner, to providing information and education to members and the public, and to developing a network of dedicated professionals. For more information go to: www.aadmm.com or contact the association directly at 814-357-9191