

Lunch bag giveaway in Pioneer Square encourages Portlanders to Feed the Pig™

How much can you save by bringing your lunch to work every day instead of going out to eat? Find out by coming down to Pioneer Courthouse Square in downtown Portland on Monday, August 18th, during the noon hour for a free insulated lunch bag filled with cool stuff AND important information about how to save money. The bag itself says it: "Bring your lunch. Save a bunch."



The Oregon Society of Certified Public Accountants, along with Lake Oswego accounting firm Delap LLP, is sponsoring the event to educate Portlanders on how to make better financial choices. Did you know that Americans spend \$1.22 for every \$1 earned? That adds up to the worst savings rate since the Great Depression.

Watch for an 8-foot-tall and 8-foot-wide pink balloon shaped like a pig and a big pile of green lunch bags. The pig theme promotes the national Feed the Pig™ campaign, sponsored by the Ad Council and the American Institute of CPAs. In conjunction with state societies, the goal of the campaign is to help people at a younger age while they have a greater chance of making the right financial decisions and avoiding hardship situations that can be brought on by school bills, overspending and getting a start in adulthood.

Two Web sites offer tons of information for the public: www.360financialliteracy.org, which features articles and tools for every stage of life – just select the category appropriate for you; and www.feedthepig.org, which is aimed at teaching 25- to 34-year-olds how to be financially sound and to feed their "piggy banks" regularly through budgeting and saving.

For more information about the campaigns, or the Lunch Bag Giveaway event specifically, please contact:

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If you want to speak with an OSCP member volunteer, please stop by the event at Pioneer Courthouse Square or call Cam or Carmel to arrange an interview before or after. Members of the OSCP's Financial Literacy Team will be handing out the lunch bags in the square until all 1,000 are gone.