



An Bord Pinsean -
The Pensions Board

Authority for Pensions

Press Release

You can't hide from your financial future forever; National Pensions Awareness Week, 13-19 September 2004

The Pensions Board, Dublin, Thursday 9 September 2004: Minister for Social and Family Affairs, Mary Coughlan TD, today launched National Pensions Awareness Week, 13-19 September 2004, with a major call for action to those without pension provision to commence planning for their retirement years.

The launch of the National Pensions Awareness Week was supported by the young actor, Jamie Belton, who plays Ross in the highly popular RTÉ television soap opera, *Fair City*. "Ross" helped Minister Coughlan to launch five ad mobiles, bearing the slogan "You can't hide from your financial future forever", which will spread the pensions awareness message nationwide when they travel to Galway, Limerick, Cork and Waterford this coming week.

Speaking at the launch, The Pensions Board Chairperson Michael Mc Nulty said: "Generally speaking, people are living longer and leading more active lives in retirement. As a result it is more important than ever for you to think about where your income will come from when you retire".

"Taking out a pension, is a significant commitment to planning for and providing for your future. Decisions you make about your pension now, may affect how you live, during your retirement years".

Also speaking at the launch, CEO of The Pensions Board, Anne Maher, welcomed the Minister's call to action for people on their financial future and acknowledged the support National Pensions Awareness Week is receiving from her Department, the social partners, pensions industry and major national organisations. "We know that spreading awareness may be the easier part of the job and progress in increasing actual pension coverage will only be achieved if all interested parties work together".

The National Pensions Awareness Week will run from Monday 13 – Sunday 19 September, and will focus on the key sectors in Irish society with low pensions coverage. Awareness week is a key opportunity for those without pensions to think about where their income will come from when they retire, take control of their retirement planning and make decisions regarding their pension. It is also an opportune time for those with pension provision to carry out a "health check" on the adequacy of that pension to ensure that it will

meet their expectations in retirement. A visit to the Pensions Board calculator on www.pensionsboard.ie will be useful in this regard.

ENDS

Notes to the Editor

About The Pensions Board

The Pensions Board is the statutory body set up to regulate occupational pension schemes and PRSAs and to advise the Minister for Social and Family Affairs, and through her, the Government, on overall pension policy development.

About the National Pensions Awareness Campaign 2004

This year is the second consecutive year in which the Department of Social and Family Affairs has provided €500,000 in funding for a National Pensions Awareness Campaign (NPAC) organised by The Pensions Board. So far in 2004, NPAC has:

- participated in an extensive array of press, radio and television interviews
- distributed 80,000 Pensions Calculators
- produced a new 'Women and Pensions' Information booklet, 40,000 of which were distributed through the Women's Mini-Marathon in June
- attended Women's World Exhibition at the RDS
- launched online interactive Pensions Calculator
- received in excess of 8,000 hits on The Pensions Board website with 13,000 hits being recorded in July 2004
- hosted a national pensions information roadshow which took place in March
- has been actively participating in industry and vocational conferences
- distributed over 80,000 information booklets
- will take part in the National ploughing championships later this month.

Earlier this week, NPAC launched the second phase of its first-ever national television advertising campaign. The Awareness Campaign also includes radio advertising, provincial press advertising, national press classified advertising, online interknit advertising, on bus A2 posters, A2 posters in public offices and work places and 48 sheet ad mobiles.

Public information

The Information Unit at The Pensions Board provides a wide range of pension information booklets free of charge and can be reached at the LoCall number 1890-65-65-65 and on www.pensionsboard.ie. The Board's website is at www.pensionsboard.ie.

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