



Contact: Diane Pinnick
WISE, V.P. Public Relations
diane@wise-investors.org
714-841-8924
April 4, 2011

FOR IMMEDIATE RELEASE

**WISE INVESTING EVENT FEATURES
CELEBRATED PERSONAL FINANCE COLUMNIST LIZ WESTON ON MAY 24**
Women Investing in Security and Education Topic Features
How to Survive and Thrive in the New Economy

Liz Weston, the most-read personal finance columnist on the Internet, according to Nielsen//NetRatings, is special guest at the **WISE**® (Women Investing in Security and Education) Celebrity Speaker Event. Her presentation “**How to Survive and Thrive in the New Economy**” takes place at the Center Club (650 Town Center Drive, Costa Mesa, Calif.) on Tuesday, May 24 from 6-8 p.m. In addition to the presentation and opportunity for networking, members and their guests will enjoy hors d’oeuvres and refreshments for \$40, pre-registered through May 20, and \$45 at the door. The price of parking is included. Seating is limited. Register online at wise-investors.org. For more information, email info@wise-investors.org or call (949) 588-2429.

Liz Weston is known for making the most complex money topics understandable to the average audience. As part of the WISE mission to educate teen girls and women of all ages in all areas of finance, Weston’s survival guide will cover the following:

- How to create a budget that actually works in the real world
- Building a survival plan with cash and credit
- Paying off your debt the smart way
- Why retirement has to come first—and how to make sure you get there
- Paying for college without going broke
- Treating your marriage like a business

(more)

Liz Weston is an award-winning, nationally-syndicated personal finance columnist whose columns run twice a week on *MSN Money* while her Q&A column “Money Talk” appears in newspapers throughout the country, including the *Los Angeles Times*, the *Palm Beach Post*, the *Portland Oregonian*, *Stars & Stripes* and others.

She has appeared on “The Dr. Phil Show,” “NBC Nightly News” and “The Today Show” and was for several years a weekly commentator on CNBC's "Power Lunch." Weston is a regular commentator on public radio, including Marketplace Money's “Getting Personal” segments.

The New York Times called her latest book, "The 10 Commandments of Money: Survive and Thrive in the New Economy," a wonderful basic personal finance book...[with] enough counterintuitive ideas to keep even people who know a bit about personal finance reading further.” Her earlier book, “Your Credit Score, Your Money & What’s at Stake: How to Improve the 3-Digit Number that Shapes Your Financial Future,” is a national best-seller and was recently published in a third edition.

WISE, Women Investing In Security and Education®, is a 501 (c)(3) organization dedicated to providing opportunities and expertise for the financial education of women and girls. WISE presents seminars and annual events that help enrich the lives of women. For more information, email info@wise-investors.org or visit online at www.wise-investors.org.

#