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##### February 24, 2014

**YOU CAN DO A LOT FOR YOUR RETIREMENT BY DOING JUST A LITTLE MORE RIGHT NOW**

***America Saves Week* is the Time to Assess Your Retirement Readiness**

ANCHOR LEAD: Retirement may be right around the corner or many years away… but it’s never too early or too late to start saving. It’s America Saves Week and time to think about doing just a little more for your retirement right now. Brian Osuch has more. (:58)

SCRIPT: Financial Fitness, I’m Brian Osuch. Research shows that many workers are concerned that they need to save more for retirement. Prudential Retirement’s Christine Marcks, says that you can do a lot for your retirement by focusing on the small steps that you can take today.

CUT: (Marcks) As a supporter of America Saves Week, Prudential is encouraging Americans to start with realistic goals. No matter when you expect to retire, saving and investing today could give you more financial freedom for your Day One of retirement, and all the days that follow.

SCRIPT: Marcks says workers can better manage the risk of outliving their savings by making saving for retirement a priority.

CUT: (Marcks) Once you start saving, it becomes even easier to “up it.” When you “up it,” or make a small increase in your savings, the impact is often barely noticeable in your paycheck, but it could make a really big impact on your retirement savings over time.

SCRIPT: For more information, log onto www.preparewithpru.com. That’s Financial Fitness from Prudential. I’m Brian Osuch.

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