



## **PRESS RELEASE**

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### **For Immediate Release:**

Innovative Financial Education Program for Women Launches in Chicago  
Purse Strings teaches women to "Be Financially Fearless"

GRAYSLAKE, IL, Feb. 15, 2016 -- Purse Strings, a first-of-its-kind financial education program designed especially for women, is launching in the Chicago area with a series of small group learning events to help women master their relationship with money.

Women control \$14 trillion in personal wealth in the United States and that number is expected to grow to \$22 trillion within the next decade, according to a 2015 report by the BMO Wealth Institute.

Purse Strings founder Barbara Provost, MS, Ed.D, created Purse Strings after hearing countless stories from women who said they felt marginalized and patronized when dealing with professionals in the financial services industry.

"The financial service industry is notorious for misunderstanding and under serving their female clientele," said Provost, an adult learning expert with decades of experience working with the insurance and financial industries.

"There are so many women who lack financial confidence, particularly those who are undergoing a life change such as divorce, death of spouse or even just moving out on their own for the first time. In many cases, women are ignoring financial planning all together."

Since January, nearly a dozen group facilitators have been certified in the Chicago area and more than 100 women have registered for the free membership program, which provides access to a supportive community and low-cost learning events that can help set them on the path of financial fearlessness.

The small group learning events, held in private homes, community centers and corporate settings, tackle subjects such as budgeting, insurance and retirement planning. "The idea is create a space for learning where women feel supported and respected," said Provost.

There is never a sales pitch, and members of Purse Strings are provided access to a list of trained and vetted financial service industry professionals.

"We teach women what they need to know to be financially fearless, but we also want to make sure they have access to financial and insurance professionals who are going to treat them with respect," said Provost.

Financial service industry professionals are invited to participate in a daylong training session developed by Provost and her team. Upon completion of the session and evaluation by Purse Strings, the professionals will be included on the list of vetted professionals recommended to Purse Strings members.

A free launch event for the financial services industry is being held on Feb. 25 from 4:30 p.m. to 6:30 p.m. at the Byron Colby Barn 1561 Jones Pont Rd. in Grayslake. It is open to anyone in the financial planning or property and casualty insurance industry. More information is available [www.pursestrings.co](http://www.pursestrings.co).

"It's funny that so many women lack confidence when it comes to financial planning, when we are perfectly pre-disposed to succeeding in this arena," says Provost. "We are natural negotiators. We're emotionally flexible and nimble in the face of adversity. The only thing that stands in their way is fear, which is why I am on a mission to spread a message of financial fearlessness."

For more information or to join Purse Strings, visit [www.pursestrings.co](http://www.pursestrings.co).

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