

From: Social Security Administration, Office of External Affairs <oea.net.post@ssa.gov>
To: Kester, Tonykester@aging.sc.gov
Date: 8/3/2015 10:16:24 AM
Subject: Thank You for Supporting National my Social Security Week

Dear Colleague:

I am very happy to tell you that National **my Social Security** Week, July 19–25, 2015, was a wonderful success!

Thanks to organizations like yours across the country that supported this important campaign, we reached a potential audience of millions and signed-up over 127,000 individuals. With your help people now recognize that it's never too soon, or too late, to begin planning for retirement. By educating workers and encouraging them to create a secure **my Social Security** account at www.socialsecurity.gov/myaccount, we worked together to strengthen the financial security of America's families.

I want to extend my sincere gratitude to everyone who shared our social media messages and distributed our National **my Social Security** Week campaign materials through their internal and external web pages, blogs, newsletters, email listservs, and other communications channels. Without your help, we could not have achieved nearly the level of success that we did.

Please let us know what we did that you found helpful, and what we could improve on next time, by taking our brief **survey**. Your responses will help us reach even more people with our future public education initiatives. Even if you weren't able to help with National **my Social Security** Week this time around, we'd like to hear from you.

Again, thank you. To paraphrase the great football coach Vince Lombardi, people win by working together. By joining forces to spread the word about retirement planning, we are helping workers and their families come out ahead of the game.

Sincerely,

J. Jioni Palmer
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Social Security 80 Years – Celebrating the Past and Building the Future

Plan for your "Someday". Create your own **my Social Security** account today at www.socialsecurity.gov/myaccount.

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Need health coverage or know someone that does, visit www.healthcare.gov.

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