

From: Social Security Administration, Office of External Affairs <oea.net.post@ssa.gov>
To: Kester, Tonykester@aging.sc.gov
Date: 7/20/2015 3:28:18 PM
Subject: National my Social Security week is here! Helping You Plan for Tomorrow - and the rest of your life

Dear Colleague

I'm excited to announce the arrival of National **my Social Security** Week, which began on July 19 and will continue through July 25. Throughout this week, organizations around the country will help Social Security by encouraging workers to plan carefully for a secure retirement by broadcasting social media messages and making our educational materials available through their websites, blogs, and other communications channels.

If you have already begun sharing our materials with your members, employees, and the public, thank you for helping us get the word out that it's never too early (or too late) to start planning for retirement. If you haven't yet had a chance to participate in this important public awareness campaign, there's still time.

Please visit our toolkit page at www.socialsecurity.gov/thirdparty for a wealth of materials that you can start using now to support National **my Social Security** Week. The toolkit includes eye-catching web banners and publication-ready content for internal and external web pages, blogs, newsletters, social media, and email listservs.

Through the activities around this special week, we hope to educate workers about the importance of planning thoughtfully for retirement—starting with creating a secure **my Social Security** account at www.socialsecurity.gov/myaccount. By viewing their personalized *Social Security Statement*, workers with a **my Social Security** account can get a realistic idea of what to expect from Social Security, at age 62, full retirement age, or at age 70.

Thank you for sharing our campaign materials and helping us raise public awareness about this critical topic. I appreciate your support!

Sincerely,

J. Jioni Palmer
Associate Commissioner for External Affairs
(T) 410-965-1804
(E) Jioni.Palmer@ssa.gov

National **my Social Security** Week is July 19-25, 2015. Visit <http://www.socialsecurity.gov/myaccount/materials.html> to learn how you can support us and make our campaign a success!

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

Follow @SSAOutreach on Twitter and stay connected with **Social Security**:

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

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Social Security Administration, 3409 Annex 6401 Security Boulevard, Baltimore, MD 21235 United States