



Are you ready to build YOUR personal nest egg but worried your financial goals are out of reach?

The fact is, you are not alone when it comes to unease about personal finances. A recent survey by the American Institute of CPAs found that approximately 70-percent of American workers say financial worry is their most common cause of stress, and about one in five employees admitted they had skipped work in the past year to address a financial problem.

The good news is you have the power to put your financial future on the road to success. By implementing a number of tried-and-true financial planning strategies you can build your nest egg on a firm foundation. The Tweet Tweet challenge will introduce you to these strategies and encourage you to implement tactics that will help you soar.

The upside effects of thoughtful financial planning are too numerous to list out in full. Here are a few of the bigger benefits to nurturing your financial well-being:

- Lowered stress levels, improving physical health.
- Improved sleep.
- Enhanced optimism, life satisfaction, and happiness.
- Better family relationships.
- More options in life.
- Role modeling for your children.

To help you take the first step – or provide the incentive to keep doing what you’re doing if you are already having success in nurturing your finances – we are launching the four-week Tweet Tweet wellness challenge.

This challenge encourages you to put 24 strategies in place during the 28 days of the challenge. These strategies have been shown to promote a sense of financial well-being and aid you in planning for your future, building your nest egg, and protecting your information and assets.

Tweet Tweet kicks off on October 1st and all Walworth County employees are invited to register for this wellness challenge. Enroll today by **emailing Colleen Lesniak clesniak@co.walworth.wi.us or calling 262-741-4223**. All players who successfully complete their Tweet Tweet Tracking Card by the end of the challenge will be entered into a drawing for various prizes!