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**IAFSCA KICKS OFF FINANCIAL LITERACY CAMPAIGN WITH VH1 DOCUDRAMA**

***“Broke and Famous” episode airing November 5, 2009 at 10:00 pm EST shows horrors of financial illiteracy. National campaign lead by world renowned financial and life coach Sarano Kelley will bring financial education to the masses.***

**LOS ANGELES – October 27, 2009** -- The International Association of Financial, Sport and Celebrity Advisers (IAFSCA) will use a ground-breaking, one-hour television special to expose the horrors of financial illiteracy and launch the largest financial literacy awareness campaign in American history. Millions of Americans will tune in to VH1 on November 5, 2009 at 10:00 pm EST to watch or TIVO the first episode of “Broke and Famous,” a one-hour docudrama that tells the heart-breaking story of former child-star Willie Aames.

As the docudrama begins, Mr. Aames – who is best known for his roles in “Eight is Enough” and “Charles in Charge” – is in deep trouble. Lack of financial knowledge and lack of trusted advisers leaves him with no home, no possessions, no family and nothing to show for his past entertainment success. With the help of world renowned Financial and Life Coach, Sarano Kelley ([www.saranokelley.com](http://www.saranokelley.com)), whose work resides heavily on Wall Street and Hollywood, Mr. Aames is given a second chance to regain not only financial stability but countless other blessings.

Using the “Broke and Famous” docudrama as a conversation starter, thousands of financial advisers across the country will lead Town Hall Meetings in their communities during November and December 2009. These professionally led Town Hall Meetings will help participants understand what they and other important people in their lives can do to become more financial literate and personally responsible in their roles as global citizens. “As we enter the season of Thanksgiving and other important winter holidays, what better conversation to have with your loved ones than financial literacy,” says Mr. Kelley, who emphasizes that many of the world’s problems could be solved if we as a society were more personally responsible and financially aware. Financial advisers can download free Town Hall Meeting materials and Fact Sheets at [www.iafsca.com](http://www.iafsca.com).

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According to U.S. Bankruptcy Court documents, Mr. Aames joined over 850,000 Americans who filed for business and/or non-business bankruptcy in 2007. As that figure rises with total filings reaching 1,117,771 at the end of 2008, the need for an American financial education lesson plan is crucial and immediate. "The IAFSCA is responding to these alarming numbers," says Mr. Kelley. "We will use Aames' Broke and Famous story to reach millions nationwide on Nov. 5, 2009."

Kelley and an army of financial advisers will continue their financial literacy campaign by creating a "Stand Up for Financial Literacy" petition that concerned citizens can sign online. Updates will be issued via Twitter (sign up to follow @STAND4FL), Facebook and via the IAFSCA's website [www.iafsca.com](http://www.iafsca.com).

April 1, 2010 marks the start of U.S. Financial Literacy Month, where the "Stand Up for Financial Literacy" Campaign will take 100,000 advisers, educators, athletes, celebrities and business coaches into the country's classrooms to establish financial literacy awareness all across America.

#### ABOUT THE IAFSCA

Headquartered in Washington, DC, the IAFSCA is a cross-section of professional coaches, financial and business advisers dedicated to establishing a new generation of financially literate and purpose driven individuals who serve as fiscal role models. For more information, visit [www.iafsca.com](http://www.iafsca.com).

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