



## NEWS RELEASE

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### OnTrack Women's Financial Empowerment Center Launches Money Makeover

**Asheville** -- "I'm feeling more than a little vulnerable here," said **Tammy Jones**, of *Tammy & Strickland in the Morning*, Asheville Radio Group's morning drive-time show on Mix 96.5.

This week Tammy Jones signed up with OnTrack Women's Financial Empowerment Center to work with their counselors and educators on her journey to manage her money better. Over the next nine months, Jones will develop a personal spending plan, track her expenses, evaluate her credit report, learn new skills, and create her own personal money action plan for reaching her financial goals.

"Not only is Tammy working with us," said **Celeste Collins**, Executive Director of OnTrack WNC, "but she will be sharing her journey on her radio program and her blog and inviting us to learn along with her. We are sure that Tammy's connection with her listeners will motivate and inspire other women to take a proactive step toward their financial goals."

For Tammy's Money Make-Over Media Marathon to become a reality, the project needed a sponsor. OnTrack WNC looked to **Dawn Starks** of Starks Financial Group and long-time OnTrack WNC Board member. When presented with the opportunity, Starks was quick to respond "The women at Starks Financial Group would be delighted and excited to sponsor the Tammy Jones venture." Starks even volunteered to develop a free financial plan for Jones at the end of the 9 month project.

"It's embarrassing to admit that I'm not great with handling my money. But here's the deal. I know that I am not alone. There are other women just like me who are struggling too." said Jones.

Jones is right. "Statistics show that women earn less, save less, live longer, and are less likely to invest in ways that grow their portfolios." Collins said. "Our work with the Women's Financial Empowerment Center gives women the knowledge and tools to beat the statistical odds and create sustainable and healthy financial lives for themselves."

**OnTrack Women's Financial Empowerment Center** began in August 2010 thanks to a generous grant from the Women for Women fund at the Community Foundation of WNC. The Women's Financial Empowerment Center recognizes, celebrates, and addresses women's unique needs and perspectives

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around money and credit. Because of the Women for Women grant, programming is free and promotes innovative ways of reaching and supporting a diverse clientele utilizing webinars, specialized financial counseling, and starting this fall, an expanded schedule of stand-alone classes. Classes include the foundational "Women & Money: 10 Rules of Money Management", basic classes like "Budgeting" and "Dreaming of Debt-Free Living", and even "Avoiding the Holiday Spending Hangover" in anticipation of the holiday season spending temptations. Timing for these single-session classes offered by OnTrack Women's Financial Empowerment Center can be found here: [http://ontrackwnc.org/education\\_schedule.htm](http://ontrackwnc.org/education_schedule.htm) along with all the classes offered by the organization.

"The idea of OnTrack Women's Financial Empowerment Center is to offer a safe, comfortable, confidential environment for women to learn not just the tools of money management but also the heart's relationship to money. That resonates with me and it excites me for all the possibilities that are to come not to just for me personally but for women throughout our community," reflected Jones.

To learn along with Tammy Jones tune in to WOXL 96.5 weekday mornings from 6am to 9am and visit her blog at <http://www.mix965asheville.com/pages/4700176>. You will be able to link to Tammy's posts throughout the year on OnTrack WNC's website [www.OnTrackWNC.org](http://www.OnTrackWNC.org).

### **About OnTrack WNC**

*OnTrack Financial Education & Counseling, formerly Consumer Credit Counseling Service of WNC, is a community-based, United Way, non-profit. HUD certified housing agency dedicated to helping people manage their money and credit better. The Women's Financial Empowerment Center began in August 2010, with a generous grant from the Women for Women Fund of the Community Foundation of WNC. Since 1973 OnTrack WNC has been providing professional, confidential money management counseling, education programs and debt repayment plans. OnTrack WNC's service area includes Ashe, Avery, Buncombe, Clay, Cherokee, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Swain, Transylvania, Watauga, and Yancey Counties. For additional information or to schedule an appointment call OnTrack WNC in Asheville at 255-5166 or toll free 1-800-737-5485 or [www.ontrackwnc.org](http://www.ontrackwnc.org).*