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PSCA Kicks Off 401k Day 2019

The day after Labor Day means more to the retirement plan industry than just the return to work. *National 401(k)/403(b) Day* celebrates the anniversary of President Ford signing ERISA into law on Labor Day in 1974. This year, 401(k) Day falls on next Friday, September 6.

The Plan Sponsor Council of America (PSCA) has developed a football themed campaign to celebrate 401(k) Day 2019 and encourage plan sponsors and participants to keep up their retirement savings efforts throughout the year.

"The concept of 401(k)/403(b) Day really is more of an ongoing education effort than it has been in the past," PSCA executive director **Jack Towarnicky** shared with **401kWire**. "This year the theme has a football theme to coincide with the start of the American football season."

The **campaign** materials are broken down into five modules. Included is a coach's playbook for plan sponsors to customize the campaign to fit their participants. Flyers and posters can be edited to include a plan sponsor's logo, free of charge. "When you look at the materials, they address a variety of different opportunities," says Towarnicky. Per the football theme, the modules are titled "Get in the Game," "Play Offense," "Avoid Getting Sacked," "Make a Comeback," and "Win."

"This year's materials were put together by our Education and Communications Committee," Towarnicky said. The committee's chairperson, **Stacy Gutschenritter**, serves as the assistant vice president and relationship manager at Union Bank & Trust's wealth management division. She did not immediately return a call for comment.

"Even though there is a football theme, the concept is really a year-long, ongoing initiative," Towarnicky explains. "The most effective programs are those that have interactions or activities throughout the year."

The materials were made available to PSCA's members earlier this year. They can be downloaded [here](#).

"It's a lot of fun and hopefully a lot of folks will use it," says Towarnicky. "We are excited to share it with the public."

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