

FINANCIAL POPSTAR MRS DOW JONES LAUNCHES 'MOMS ARE COOL' INITIATIVE TO HELP NYC MOMS TAKE CHARGE OF THEIR FINANCES.

NEW YORK, New York, May 5, 2021.

Financial Pop Star Haley Sacks aka Mrs Dow Jones has teamed up with Ritholtz Wealth Management CEO JOSH BROWN and producer SOPHIA JENNINGS to launch MOMS ARE COOL, a brand new impact initiative to aid New York City moms affected by COVID-19. Applications launch on Mother's Day (May 9, 2021) and will be open until May 23rd, 2021 for a June 1st start date.

Selected by Mrs. Dow Jones' team, the ten moms will win three-months of free personalized financial advising courtesy of Brown's firm. The initiative is specifically focused on moms who have lost partners, jobs, and savings due to the pandemic.

"Since the pandemic began, over 2.5 million women have lost or been forced out of their jobs. Nearly 1 million of these women are moms, with the most affected being Black, Hispanic or single moms," said Haley Sacks. "It was important for me to make financial literacy available to New York City moms as they rebuild their livelihoods after this devastating pandemic."

Over the course of the three-month program, the ten moms will partake in a combination of group Zooms and one-on-one counseling led by Ritholtz CFP®s including Dina Isola, Emily Johnson and Blair duQuesnay. Sacks, Brown and Jennings are determined to use their curriculum to demystify money management and give moms the tools they need to take charge of their financial futures. Topics covered include cash flow management, debt reduction, building emergency funds, rebuilding credit, and planning for retirement.

"Every person is deserving of financial literacy," said Josh Brown. "It can be isolating and intimidating, but with MOMS ARE COOL, we're ensuring that these women never feel lonely in their financial journey again."

The course will begin on June 1st, and combine financial advising with wellbeing sessions. NYC chef and author Samah Dada, host of the Today Show's #Cooking, will lead group sessions on how to prepare quick, low-cost, and nutritious meals. MOMS ARE COOL has additionally recruited three registered social workers to be available weekly for individual counseling.

“Financial health is mental health,” says Jennings. “By investing in the financial wellbeing of these moms, we’re supporting a more mentally secure future for their children.”

Along with the three-month MOMS ARE COOL course, the moms will receive a basket of gifts from Kris Jenner and Chrissy Teigen’s Safely, Tracee Ellis Ross’ Pattern Beauty, Hannah Bronfman’s HBFIT, Ocean Bottle, Billie razors, Sakara Life, Otherland candles, Vietnamese starter kit Omsom, AAVRANI skincare, and modern sexual wellness brand maude.

“Moms play an enormous role in sharing skincare secrets across generations,” said AAVRANI founder Rooshy Roy. “We launched in NYC in the middle of the pandemic and are honored to be part of an initiative that not only celebrates moms, but gives back to our community and the women who inspire us the most.”

To apply to MOMS ARE COOL or submit a mom in your life, head to www.financeiscool.com