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## **Hefren-Tillotson's *Your Money & You Show* Celebrates 30<sup>th</sup> Anniversary on KDKA Radio**

**Financial advisory program is now simulcast on KDKA AM 1020 and KDKA FM 101.1**

**PITTSBURGH** —The year 1992 is remembered in America for the beginning of strong economic growth, steady job creation, low inflation, rising productivity, economic boom, and a surging stock market.

It is also the year of the first broadcast of *Your Money & You*, Pittsburgh's top-rated weekly financial advice radio show on KDKA Radio. The weekly program was created by the financial advisory team of Hefren-Tillotson, Inc., one of Western Pennsylvania's largest investment advisory and financial planning firms.

The *Your Money & You* format, which airs Sunday mornings from 9:00am to 11:00am, can be heard on 100.1FM and AM 1020 KDKA.

“For the past 30 years, *Your Money & You* has been an essential, trusted source for financial news and advice heard exclusively on KDKA Radio,” said James Meredith, Executive Vice President at Hefren-Tillotson, and the host of the show. “During that time, there have been financial ups and downs in our economy and things continue to change, but the program’s mission and commitment to informing the American public has not.”

Meredith said that the radio program has helped investors manage their financial future by matching Hefren-Tillotson financial advisors with listener questions.

Each week *Your Money & You* begins with a roundup of the week's financial markets, followed by answers to listener questions relating to investments, taxes, financial planning, estate planning and any other topic relating to money and finances.

"Hefren-Tillotson has been advocating for investors in the financial industry for over 70 years," said Meredith. "Our radio show gives listeners a chance to learn about financial planning, investments, retirement, and more in language that is easy to understand so that they can make smart financial decisions for themselves and their families."

"KDKA Radio is part of history not just here in Pittsburgh, but on a national level so we're proud to be part of that legacy."

What started back in 1920 as an opportunity to instantaneously provide news and information about the presidential election returns has blossomed into a key part of listener's lives throughout Western Pennsylvania.

"After serving the financial needs of Pittsburghers on our AM dial for nearly 30 years, we were thrilled to expand the reach of *Your Money & You* when we added the FM signal at 100.1," said Michael Spacciapolli, Senior Vice President and Market Manager, Audacy Pittsburgh. "It's an honor to be part of the team carrying the torch with Hefren-Tillotson from those before us in to the next 100 years."

### **About Hefren-Tillotson**

Hefren-Tillotson Inc., is a leading diversified financial services firm providing investment and retirement plan management and comprehensive, financial planning through MASTERPLAN® for individuals and businesses. The firm's wealth management services are administered by Certified Financial Planner (CFP) professionals, Chartered Financial Analyst (CFA) Charter holders, attorneys, Chartered Life Underwriters, and CPA/PFS's. Hefren-Tillotson offers corporate services including 401 (k) retirement planning, executive financial counseling, fiduciary reviews and workplace financial planning seminars. Founded in 1948, the firm is headquartered in Pittsburgh and has offices located in Pittsburgh, Butler, Greensburg, North Hills, and South Hills. Member SIPC.

