

Prudential Financial, Inc. Set to Announce Groundbreaking LGBT Financial Experience Survey
Monday, November 05, 2012 06:08:00 PM (GMT)

Prudential:

WHAT: Prudential will reveal the findings of its inaugural research study ***"The LGBT Financial Experience"*** and offer journalists the opportunity to hear distinguished panelists discuss the financial confidence of the LGBT community, the overall goals and aspirations of the LGBT population in the U.S. and the critical role America's financial industry must play to help the community build assets to achieve financial and retirement security.

WHO: **Wilson Cruz**, actor, media personality and Strategic Giving Officer, GLAAD;

Michele Meyer-Shipp, chief diversity officer, Prudential;

Pat Brzozowski, diversity director, Agency Distribution, Prudential; and

John Myung, chief legal officer, International Insurance, Prudential.

WHEN: Wednesday, Nov. 14, 2012
2 p.m. – 3:30 p.m.
Networking reception immediately to follow
RSVP to Maria Bonilla, Prudential Global Communications at 973.802.2958 or by e-mail to maria.bonilla@prudential.com

WHERE: The Crosby Street Hotel
79 Crosby Street
New York, New York 10012

BACKGROUND: Prudential's latest study, part of a series of signature research focused on learning more about the financial practices and literacy of multicultural markets, was conducted in August 2012. Prudential surveyed 1,400 LGBT decision makers between the ages of 25 to 68. The report will include comparisons to general population data collected by Prudential as a benchmark.

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Contact:

Prudential Financial, Inc.
Dawn Kelly
office: 973-802-7134
mobile: 201-406-7248
Dawn.Kelly@prudential.com

or

Josh Stoffregen
office: 973-802-3996
mobile: 973-204-2450
Josh.Stoffregen@prudential.com

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Industries: Banking, Consumer, Finance, Gay & Lesbian, Human Resources, Insurance, Professional

Services

Languages: English

Primary Identifiers: PRU-US

Related Identifiers: PRU

Source: Prudential Financial, Inc.

Subjects: Advisory, Survey