



**College for
Financial Planning®**
EDUCATING THE NATION'S TOP FINANCIAL ADVISORS

MEDIA CONTACTS:

Chris Allen
chris.allen@cftp.edu
303.220.4815

Kris Kitto
kris@morethanpr.com
303.320.7790

CFFP AND AAAA LAUNCH NEW SCHOLARSHIP FOR CFP® CERTIFICATION

Scholarship goal is to diversify financial planning industry

CENTENNIAL, Colo. – September 2016 – The College for Financial Planning (CFFP) has joined with the Association for African American Financial Advisors (AAAA) to introduce a new scholarship for AAAA members pursuing their CERTIFIED FINANCIAL PLANNER™ certification. The scholarship will be awarded annually to a current AAAA member in good standing.

This year's applications are due Nov. 1. Candidates can visit www.cffpinfo.com/aaaa-scholarship/ for more information.

CFFP and AAAA share the goal of diversifying the population of financial planning professionals, and both organizations see this new scholarship as a step in that direction.

"Diversity in the financial planning industry has been a priority for CFFP for many years," CFFP President John Sears said. "The College is excited to partner with AAAA to help promote and encourage this diversity."

AAAA started in 2001 by LeCount R. Davis, the first African American CFP® certification holder, and AAAA's founder and board chairman emeritus. The volunteer organization is focused on the following objectives:

- increasing the demand for and inclusion of black financial planners in key decision-making roles in the industry; and
- increasing the support for current and future black financial planners.

The scholarship covers all costs associated with enrollment in CFFP's CFP Certification Professional Education Program.

"Unfortunately, prospective African American CFP® certificants may be deterred from pursuing certification because they could already be saddled with student loan debt," AAAA President James Brewer said. "This scholarship removes that barrier."

Brewer, who's also a CFFP alumnus and adjunct professor, said there's a huge need to deliver broad-based wealth education by empathetic financial professionals. He sees this scholarship as one way to address the racial wealth gap.

Scholarship candidates should demonstrate a strong dedication to bettering the financial planning industry as a whole. Applicants cannot already be enrolled in CFFP's CFP Certification Professional Education Program.

Visit www.cffpinfo.com/aaaa-scholarship for more information on the scholarship and directions on how to apply.

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About the College for Financial Planning

Founded in 1972, the College for Financial Planning provides accessible and flexible degree, non-degree, and continuing professional education programs to students nationwide. Shortly after its founding, the College introduced the CERTIFIED FINANCIAL PLANNER™ certification, which has evolved into the world's most recognized and respected financial planning credential, with more than 65,000 professionals in the U.S. having earned the credential.

In addition to its CFP Certification Professional Education Program, the College offers two graduate degree programs that provide more in-depth knowledge of the finance industry. Professional designation programs are also available, with specializations ranging from asset management to retirement planning. The College for Financial Planning is accredited by the Higher Learning Commission and is a member of the North Central Association. More than 150,000 students have graduated from the College's programs. For more information, visit www.cffpinfo.com.

About the Association for African American Financial Advisors

The Association of African American Financial Advisors (AAAA) is a 501(c)3 nonprofit organization whose mission includes developing and fostering professional relationships among minority professionals working in the financial services industry. AAAA provides forums for industry-related education and an effective network. We strive continuously to remain on the cutting edge of the financial advisory industry in order to assist members to competitively provide financial and business consulting services.