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Capital Area Asset Builders (CAAB) Launches New Social Media Platforms

CAAB Establishes Presence on Twitter, LinkedIn and Facebook

Washington, DC – November 4, 2013 – Capital Area Asset Builders (www.caab.org) is pleased to announce its new presence on the social networking sites Twitter, LinkedIn and Facebook.

According to a recent Pew Research Center's Internet & American Life Project, approximately 72% of adults in the United States use social networking sites. Of American households with an annual income below \$30,000 the percentage of users of social networking sites is 75%.

"CAAB's mission is to empower low and moderate income residents of the Greater DC area to take control of their finances, increase their savings and build wealth for a better future," said Richard Petersen, CAAB's Executive Director. "Establishing and building our presence on Twitter, Facebook and LinkedIn is a great, low-cost way for CAAB to engage with multiple and diverse audiences to share how we are working towards creating a community that provides everyone with the incentives and opportunities to build and protect their financial assets and fully participate in the American economic mainstream."

According to Joseph Leitmann-Santa Cruz, CAAB's Community Outreach & Marketing Manager, one of CAAB's primary usage of its social media platforms will be to provide ongoing best practices, recommendations, tips and reminders to former and current participants on financial education, savings promotion, taxes and other personal financial matters. "We are excited to use new technologies to engage with our participants."

CAAB's new social media platforms are as follows:

Twitter Account: [@CAAB_GreaterDC](https://twitter.com/CAAB_GreaterDC)

Facebook Page: www.facebook.com/CapitalAreaAssetBuilders

LinkedIn Profile: www.linkedin.com/company/capital-area-asset-builders

For more information, please contact Joseph Leitmann-Santa Cruz by phone at (202) 419-1440 or by email at jleitmann-santacruz@caab.org.

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ABOUT CAAB

Capital Area Asset Builders (CAAB) is a not-for-profit organization working to empower low- and moderate-income residents of the Greater DC area to take control of their finances, increase their savings and build wealth for a better future. For further information on CAAB, please visit www.caab.org or follow us on Twitter at [@CAAB_GreaterDC](https://twitter.com/CAAB_GreaterDC).