



# Broadridge Financial Solutions and the SIFMA Foundation Expand Partnership to Provide Financial Education and Math Skills to Students in NYC and LI

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LAKE SUCCESS, N.Y. and NEW YORK, May 4, 2015 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE: BR) and the [SIFMA Foundation](#) have expanded their partnership to provide up to 24,000 students across New York City and Long Island access to The Stock Market Game™, a financial education tool with a strong track record of increasing students' math skills and financial awareness.

The SIFMA Foundation's acclaimed program provides students grades 4-12 with a virtual investing experience that helps them learn about the global marketplace and long-term saving and investing fundamentals by managing a hypothetical brokerage account.

Broadridge, which has provided the processing infrastructure for The Stock Market Game for 5 years, is extending its financial support for the program to enable the SIFMA Foundation to work with schools previously unable to offer the Stock Market Game, and do so without incurring expenses.

"Broadridge is pleased to broaden its support for the SIFMA Foundation Stock Market Game, making it accessible to an even larger population of students in the New York metro area," said Richard J. Daly, president and chief executive officer, Broadridge. "Building financial literacy at an early age is vital to the economy and markets. Together, the SIFMA Foundation and Broadridge are helping students succeed in their education and careers by encouraging good saving and investing habits."

"The SIFMA Foundation is thrilled to partner with Broadridge to bring financial education to thousands of young people across New York City and Long Island," said Melanie Mortimer, president of the SIFMA Foundation. "We applaud Broadridge's deep commitment to financial education as a path to progress for young people, particularly for underserved communities, and commend CEO Rich Daly for his longstanding support of this important cause."

The Stock Market Game currently serves 15,000 teachers and 600,000 students annually across all 50 states.

**The SIFMA Foundation** is dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds. Drawing on the support and expertise of the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunities across communities and increase individuals' access to the benefits of the global marketplace. For more information on the SIFMA Foundation, visit [www.sifma.org/foundation](http://www.sifma.org/foundation).

## About Broadridge

Broadridge Financial Solutions, Inc. (NYSE: BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,700 full-time associates in 14 countries. The Broadridge Foundation supports education for at-risk youth in global communities. For more information about Broadridge, please visit [www.broadridge.com](http://www.broadridge.com).

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