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For Immediate Release



The Institute for Financial Wellbeing Launches

“The Financial Wellbeing Show.”

An antidote to Blue Monday

The Institute for Financial Wellbeing is proud to announce the launch of its new monthly YouTube show, "The Financial Wellbeing Show," set to premiere at 6pm on Monday, 15th January, coinciding with Blue Monday, often cited as the most depressing day of the year, especially when it comes to financial concerns.

Hosted by Charlie Goodman and Hiren Panchal, the inaugural episode will feature an in-depth interview with Emma Waller, an award-winning financial author, who will share her insights on achieving financial peace of mind.

The magazine style show aims to tackle the pressing issues of people’s financial health against the backdrop of a cost of living crisis, a core focus of the Institute, by exploring our daily interactions with money and offering practical advice to enhance financial wellbeing for everyone in the UK.

The show is designed to empower viewers with the knowledge and tools necessary to make informed financial decisions, thereby improving their overall wellbeing. The Institute for Financial Wellbeing invites viewers to join the conversation and take the first step towards a more financially secure future.

Financial planners and advisers will also find this an invaluable resource to gain tips and soundbites for them to implement within their client interactions.

Tune in to "The Financial Wellbeing Show" on the IFW's YouTube channel and transform Blue Monday into an opportunity for positive financial change.

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Notes to editors:

- The IFW is a non-profit organisation which launched in September 2019.
- It is a membership-based business providing research, tools and knowledge focused on the growth of financial wellbeing. For more information on membership please email members@ifw.org.uk
- The IFW works with a number of partners who have the opportunity to lead and support new financial wellbeing projects and research
- The IFW executive team can be found at:
<https://instituteforfinancialwellbeing.com/who-are-we/>
- Through collaboration with various organisations, the Institute offers tools, financial coaching, and events aimed at promoting financial literacy and empowering people to achieve clarity and control over their finances. With a commitment to fostering a purposeful community, the Institute is at the forefront of developing innovative solutions for financial wellbeing.
- The IFW's YouTube channel can be found at
<https://www.youtube.com/@instituteforfinancialwellb4896>

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