

MEMO# 6262

November 17, 1994

CONSUMER BROCHURES

November 17, 1994 TO: BANK BROKER/DEALER ADVISORY COMMITTEE No. 25-94 BANK INVESTMENT MANAGEMENT MEMBERS No. 33-94 RE: Consumer Brochures

Disclosure Language As you may know, the Institute offers its members a broad selection of educational consumer brochures on mutual funds and mutual fund investing. To help communicate to investors the important message that mutual funds, unlike bank deposits, are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency, the Institute's brochures have been updated to include this or similar language where appropriate. The following brochures contain this disclosure language: * What Is a Mutual Fund? 8 FUNDamentals * An Investor's Guide to Reading the Mutual Fund Prospectus * Money Market Mutual Funds--A Part of Every Financial Plan * Eight Basics of Bond Fund Investing * Planning for College? The Mutual Fund Advantage Becomes a Parent * Mutual Funds: Creating Solutions for Small Company Retirement Plans Enclosed is a catalog with descriptions of the Institute's mutual fund marketing materials and information on how to order. Imprinting Service Your company may take advantage of ICI's imprinting service to create a useful marketing tool and add a personal touch to an established source for consumer information. Customize with your corporate name and logo and any additional disclosures. The cost for imprinting is the price of the brochures plus \$175 for the minimum order of 1,000 brochures, and \$100 for each additional thousand brochures within the same order. For more information on ICI's imprinting service, please call Elizabeth Velte in the Public Information and Marketing Department, 202/326-5887. Sue Duncan Assistant Vice President Director of Publishing

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