

**MEMO# 11793**

April 7, 2000

# **INVESTMENT COMPANY INSTITUTE INVESTOR AWARENESS MESSAGE**

[11793] April 7, 2000 TO: BOARD OF GOVERNORS No. 20-00 PRIMARY CONTACTS - MEMBER COMPLEX No. 25-00 PUBLIC INFORMATION COMMITTEE No. 12-00 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 6-00 RE: INVESTMENT COMPANY INSTITUTE INVESTOR AWARENESS MESSAGE

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As part of our ongoing Investor Awareness Campaign, the Investment Company Institute is placing a full-page letter to investors in The Wall Street Journal, New York Times, Washington Post, and USA Today. The letter is scheduled to appear, subject to publication availability, on April 11, 12 and 13. The letter is designed as a message to long-term investors. It encourages investors to keep recent short-term market movements in perspective and maintain realistic expectations about the performance of the financial markets. It also stresses the importance of adhering to the basic rules of investing and investing in a manner that is consistent with individual goals. A copy of the letter is attached should you wish to distribute it to your shareholders or other interested parties. It will be available beginning on April 11 in a new Investor Awareness resource section on the Institute's public website at [www.ici.org](http://www.ici.org). Matthew P. Fink President Attachment

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