CONTACT: Deborah P.J. Burns
203.257.3163; deborah@literacytolegacymentors.net

LITERACY TO LEGACY MENTORS TO HELP CONSUMERS
BETTER UNDERSTAND THEIR FINANCES AND PROSPER
First-of-its-kind Company in Connecticut for Financial Literacy Education, Mentoring

NOTE TO EDITOR: *Burns is available for phone and in-person interviews; high-res head shots available*

FAIRFIELD, Conn., April 28, 2021 – Most Americans today face serious financial challenges, particularly due to the COVID-19 pandemic. To help address this, Deborah Pratt Johnson Burns today announced the launch of **Literacy to Legacy Mentors, LLC Reframing Your Financial Future A Pratt Prosperity Company.** Burns, a well-established financial and business mentor, as well as successful private investor and entrepreneur, will provide *personalized* financial mentoring services. Her mission? To help clients increase their financial IQ, expertly examine their money habits and behaviors, and begin to take charge of their financial lives. The company is the first-of-its-kind in Connecticut, launching in celebration of Financial Literacy Month.

According to surveys from the Pew Research Center, and the National Endowment for Financial Education:
- Nearly 9 in 10 Americans report that Covid -19 is causing stress on their finances
- 34% are extremely concerned about their personal financial outlook 12 months from now
- 31% are not able to save any money each month
- One-quarter of Americans have trouble paying their bills

“I have realized a growing need for concrete, easy-to-understand financial education and mentoring for young professionals to retirees,” Burns said. “There’s a lot of fear, confusion, uncertainty, poor financial habits ingrained early, and even general avoidance of the subject. The pandemic has only made matters worse.” She added, “I’m launching Literacy to Legacy Mentors for consumers seeking unbiased financial education and mentoring, designed to help them meet their specific financial goals.”

For more than three decades, Burns has built a reputation as an effective financial and business mentor. She has built profitable six- and seven-figure companies and has established a proven track record as a successful private investor. She has also served as an affluent marketing strategist to two of the world’s most prestigious wealth management companies, for U.S. Trust and Rockefeller & Co., Inc.

“Financial literacy is not formally taught in high school or in college, unless it’s a one-off personal finance course, or as part of a finance or business degree,” Burns explains. “As a result, many consumers don’t have an advantage in business or in life without the financial tools and knowledge they need to succeed and I’m committed to helping change that paradigm.” According to The Council for Economic Education, as of 2021, only six U.S. states require High School students to complete a personal finance course to graduate.

-more-

In addition to personalized mentoring services available by the hour or on a month-to-month retainer basis, consumers will have access to timely, relevant content on the company website, as well as insightful articles from strategic partners and guest columnists.

This summer, online and in-person classes, workshops, and one-day and weekend retreats will be added, covering a wide range of personal finance and business topics. Deborah will also be offering membership packages, and tailored private events for friend groups, families, businesses, and associations. Clients will also have ready access to Deborah's strategic partner network of veteran estates and trusts and eldercare attorneys, tax specialists, and college financial aid experts.

About Literacy to Legacy MentorsTM, LLC, Reframing Your Financial Future, A Pratt Prosperity Company

Literacy to Legacy Mentors is a breakthrough financial literacy education mentoring company based in Fairfield, Connecticut. Our mission is to educate, inspire, and motivate consumers to master their financial lives and live prosperously through personal finance education and mentoring. For more information, please visit: https://literacytolegacymentors.net.

# # #

FINANCIAL FREEDOM TEAM BIOS

Deborah Pratt Johnson Burns
Managing Principal, Founder, Chief Prosperity Officer + Mentor

A Passion for Financial Education and Personal Power
Deborah, an internationally award-winning brand marketing executive, is the founder, chief prosperity officer and mentor of Literacy to Legacy Mentors™ LLC, Reframing Your Financial Future, a Pratt Prosperity company. For three decades, she has built a proven track record of effectively educating and mentoring young adults, entrepreneurs, businesspeople, affluent individuals and families, and retirees to become more financially savvy and successful.

Deborah opened her first checking and savings accounts at age 13, opened her first brokerage account at 18, bought her first home and a vacation home by the time she was 35, and launched two profitable seven-figure PR Divisions of leading U.S. advertising agencies by the time she was 45.

Her introduction to investing began when her mother gifted Citicorp stock to her as a high school graduation present, with the caveat, "Deb, this is your ticket to freedom. Learn everything you can and invest wisely." Deborah took this advice to heart, and always fondly remembers "talking stocks" with her mom. For more than three decades, Deborah has been a successful private investor. She also has served as a power of attorney and estate executor, working closely with trust and estate attorneys in leading New England law firms.

History of Profitable Financial Management
After receiving her Bachelor of Arts in Journalism, with a minor in British Literature from C.W. Post College, Long Island University, Deborah started her career as a journalist for Hearst. With a keen interest in all aspects of consumer products marketing, she then became a senior publicist for Max Factor cosmetics company. When Max Factor was bought by Revlon and relocated to Hollywood, Deborah received a personal invitation from the CEO to move with the company and take on a senior PR role. Despite the incredibly attractive offer, Deborah decided to pursue a public relations agency career. She accepted an offer from the CEO of New York-based Earle Palmer Brown, one of the Northeast's largest advertising agencies, to launch the agency's Consumer PR Division. Subsequently, she was hand-picked by the CEO of Stamford, Connecticut-based Creative Partners advertising, to launch the agency's PR division.

Deborah Pratt Johnson Burns|Cont'd.
Managing Principal, Founder, Chief Prosperity Officer + Mentor

Deborah has a comprehensive understanding of finance, wealth generation and management. She served as the PR agent-of-record for U.S. Trust's New England region for 11 years, and for Rockefeller & Co., directing the national launch and rollout of RockIT, a provider of outsourced data aggregation and reporting solution software for family offices, investment advisors, and trust companies.

In 2007, she took the leap into entrepreneurship and founded Burns Communications, a profitable enterprise offering strategic branding, business, and communications solutions. Simultaneously, she launched a Strategic Partner network of agency experts to provide her clients with proven brand, marketing, and communications solutions. Deborah is trusted counsel to CEOs, presidents, entrepreneurs, and decision makers of capitalized start-ups to mid-sized companies.

Empowering Individuals to Financial Freedom
In 2020, Deborah saw a strong need for concrete, easy-to-understand, financial education and mentoring, targeting aspiring young professionals to retirees. As part of the Pratt family of New York with a history in finance, industry, and education, she decided to formally leverage her ancestry and three decades of professional experience to create her new financial literacy education mentoring company, Literacy to Legacy Mentors™ to help educate, inspire, and motivate people to master their financial lives and live prosperously.

Deborah holds a B.A. in Journalism, with a Minor in British Literature, from C.W. Post College Long Island University, Greenvale, Long Island, New York. She has offices in Fairfield, Connecticut, and Stratton Mountain, Vermont.

Frederick T. A. Bollaci, Esq., MBA
Estates + Trusts Attorney

Fred launched his law practice in Sarasota, Florida, in 2002, and specializes in estate planning and administration, asset preservation, tax strategy, elder and special needs planning, and charitable giving. He is passionate about devising plans that enable clients to maintain the greatest degree of flexibility and control over their assets. Fred is particularly known for establishing open, transparent, and professional relationships that are key to successfully negotiating the complex world of trust and estate work.

His years of experience have made him an invaluable asset to his clients for almost two decades because they trust and value his advice and expertise. Fred has learned that people are often more open to discussing and dealing with sensitive matters in a familiar setting. As such, he works with many of his clients at their homes or businesses, providing valuable emotional support and guidance in addition to sound legal advice and strategy.

Fred's interest in trusts and estates law began in his mid-teens when he was involved in the planning and strategy of a large and complex family estate, assisting with comprehensive planning and administration. Once he received his general law degree, he immediately assumed the management of several trusts, partnerships, corporations, and a family foundation. These experiences, especially the in-depth strategic planning and the estate work with charitable organizations, inspired him to focus solely on becoming an estate attorney.

Fred has developed long-term working relationships with clients from Palm Beach to Miami on Florida's East Coast, and in Sarasota, Naples, and the Greater Tampa Bay areas on Florida's West Coast. Fred is licensed to practice law in Florida and specializes in trust and estate law and is a valuable resource for out-of-state clients relocating or purchasing property in Florida. He is also a licensed Real Estate Broker Associate and is skilled in helping clients locate the right property, establish Florida residency, and can assist with all aspects of estate planning for Florida residents, both full- and part-time.

He received his B.A. in from Emory University, and a Juris Doctor cum laude from Stetson College of Law in St. Petersburg, FL, and in 2002, and his Master's in Business Administration, also from Stetson College.

Harold Bollaci, Esq.
Estates + Trusts + Elder Law Attorney

Harold A. Bollaci, P.C. has been practicing law in Nassau County and New York City for more than 15 years and specializes in elder law, specifically estate planning, estate administration, and estate litigation.

Harold began his legal career at a large law firm in Mineola, NY, where his work focused primarily on real estate transactions, land use and zoning. He appeared on behalf of clients in front of numerous town and village bodies, including planning boards and boards of zoning appeals.

He founded his firm in 2004 and has made it a priority to assist his clients in asset preservation and planning for all possible estate contingencies. In addition to the personal service, he guarantees his clients, Harold promotes his clients' goals of keeping control of their property and directing the future of their estates. He understands that estate planning can be emotionally difficult and is committed to working with his clients over time and at their pace.

Harold is a member of the National Academy of Elder Law Attorneys and is a frequent speaker and lecturer on elder law and estate planning. He is also a member of the Nassau County Bar Association where he participates in the Trusts and Estates Committee, the Real Property Law Committee, and the Elder Law, Social Services and Health Advocacy Committee.

Harold serves as an executive committeeman of the Nassau County Republican Committee and is a member of the Log Cabin Republican Club of New York City. He is a charter member of the North Shore Rotary Club. He serves as counsel to the Paladino Law Group, P.C., in Garden City, NY, with additional offices in Queens and Manhattan.

A native of Locust Valley, New York, Harold received his B.A. in International Affairs from George Washington University in 1997, and his Juris Doctor from New York Law School in 2001. He was admitted to practice law in New York in February 2002, and in 2005, was awarded the Order of Merit from the Lambda Chi Alpha Fraternity at George Washington University.

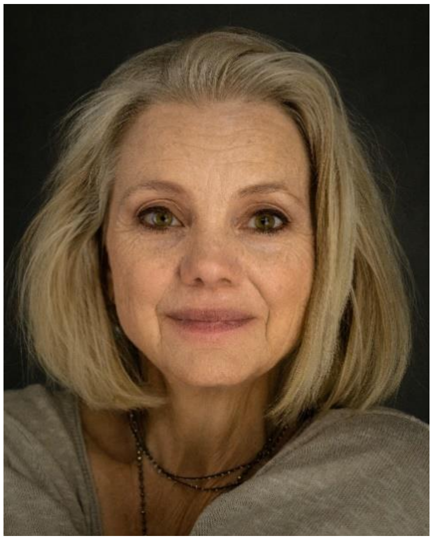
John L. Hayo
Tax Accountant, Financial Analyst

John L. Hayo is a veteran tax accountant and financial analyst with more than 30 years' experience providing comprehensive tax preparation and financial analysis support to individuals, small businesses, families, and publicly traded companies.

For more than 20 years, he served as the Accounting Manager, reporting to the Chief Financial Officer of Cognitronics Corporation, where he was handled quarterly reviews, interim and year-end audits. He prepared 10-K annual reports, 10-Q quarterly reports, and other SEC filings. He was responsible for month-end financial closings, supervised accounts payable, accounts receivable, payroll, and sales and use tax preparation, directed inventory accounting including analysis and journal entries of finished goods and cost of products sold, and helped to direct the company's conversion from manual to automated record keeping.

He also served as an Assistant Controller of North American Communications where he assisted with filing requirements related to a collateral loan and maintained general ledger accounts and schedules for year-end audit. As a Financial Analyst for Summagraphics Corporation, he provided special analysis and reporting for the manufacture of computer peripheral products, implemented, and maintained an automated budgeting system, and calculated research and development tax credit costs for the company's Controller.

John holds a B.S. in Accounting from Sacred Heart University.



Cynthia Marshall Shore
Education Advisor + Mentor

Cynthia Marshall Shore is an award-winning professional writer, editor, and published poet who has worked in a wide range of editorial capacities, from a weekly WomenWise columnist for Thomson media, to daily news reporter and poetry instructor. She is the currently the editor of the national Waldorf School magazine, *School Renewal,* and the Santa Fe Waldorf School community magazine. Cynthia specializes in educational communications and finance, creating, managing, and editing grants and educational communications and development materials, doing whatever it takes to celebrate innovation in all types of education. She delights in delivering compelling stories that engage and educate readers, while also positively impacting her clients' bottom lines.

As a former reporter who covered everything from school-board budget meetings to murder trials, Cynthia learned the importance of clear communications in aiding people to make informed decisions in all aspects of their lives. As a parent, she realized that education is the single most important tool in self-empowerment, as well as for creating a just and equitable world.

A successful investor who understands the vital relevance of understanding the world of money, she is equally passionate about clear and relatable content that helps others gain financial mastery.

Cynthia holds a Bachelor of Arts in International Studies from the University of North Carolina at Chapel Hill, and a Master of Fine Arts in Poetry from Sarah Lawrence College.

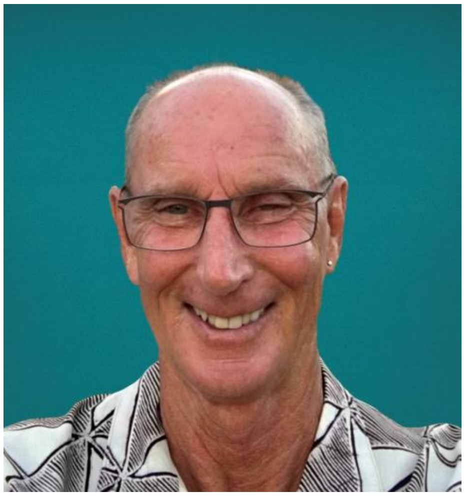
Jodi Okun, Education Advisor
College Financial Aid Advisors

Jodi is known for her smart insight on a range of 21st-century topics, including social media, entrepreneurship, and, especially, college financing. She is a social media strategist, speaker, consultant, small business advocate, and founder of College Financial Aid Advisors. Channeling more than a decade of experience in the financial aid industry, specifically working in the financial aid offices of Occidental and Pitzer colleges, Jodi has used her simple and precise approach to successfully aid thousands of families in planning for and navigating the murky waters of the college financial aid process.

She is the About.com Money Expert and has earned a coveted position as one of the Huffington Post's Top 30 Social Influencers in Personal Finance and Wealth. The holder of one of the Top 4 Twitter accounts for student financial aid, Jodi hosts the weekly Twitter chat #CollegeCash that connects college-bound families with higher education professionals, and which receives an average of 10 million impressions a week. She is also the author of the Amazon bestseller, Secrets of a Financial Aid Pro: Master the College Funding Process and Give Your Child Lifelong Financial Skills Without Losing Your Cool.

In 2020, Jodi launched the CFAA Scholarship Program that provides students with critical resources and a personalized approach for navigating the often-bewildering process of finding and applying for college scholarships. Jodi leverages her entrepreneurial expertise with the Training Institute, an eight-week, online certification course designed to help entrepreneurs start small businesses or grow their existing ones.

Jodi holds a Bachelor of Science degree in Business Administration from the University of Redlands, California.



Lansing Burns
Education Advisor

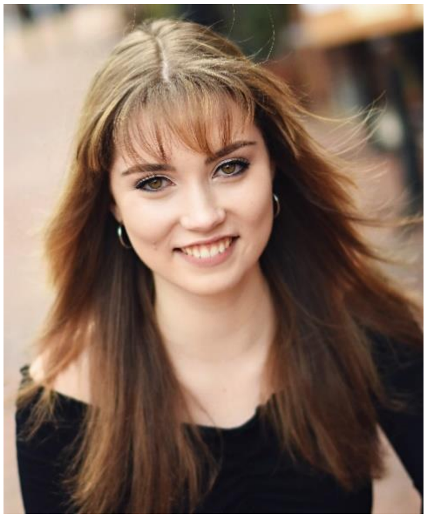
Lansing is the lead education advisor for Literacy to Legacy Mentors™. A veteran secondary school educator with more than 20 years' experience, he knows just what is needed to convey key concepts in a clear, understandable manner, and how to develop compelling, entertaining, and motivating curriculum.

He also has a successful private tutoring business that he founded in 1995 that has helped many clients get the extra help they need to reach their dreams. Known for his dry wit and easy-going personality, Lansing keeps his clients relaxed and smiling when tackling tough subjects.

Lansing believes that everyone deserves the opportunity to reach their goals through responsible personal financial management. He is confident that the common-sense approach Literacy to Legacy Mentors™ offers will make a difference in thousands of lives.

He holds his Teaching Certificate in English from Sacred Heart University and his B.A. in English from University of Denver. Lansing took a post-graduate year at The Lawrenceville School in Lawrenceville, New Jersey, and graduated from Middlesex School in Concord, Massachusetts.

Lansing is the son of the late Thomas D. Burns, founding partner of Burns & Levinson, LLP, a leading multi-practice international law firm based in Boston, Massachusetts.



Audrey Lansing Burns
University Education Ambassador + Advisor
Loyola Marymount University 2023

Audrey is the University education ambassador and advisor at Literacy to Legacy Mentors™. A Sophomore Theatre Arts Major at Loyola Marymount University, Audrey has been a private high school tutor and mentor for the past two years, working with disadvantaged young adults in the Los Angeles area. She relishes in helping young adults thrive through one-on-one tutoring and mentoring. Audrey is also an independent contractor, creating multiple revenue streams to enable her to live the life she's always dreamed about!

An honors graduate of Warde High School in Fairfield, Connecticut, Audrey was recognized by the national President's Education Awards Program for Outstanding Academic Excellence. She also was nominated three times and won a Connecticut Halo Award as part of Fairfield Prep Players acting troupe. Halo Awards or "Halos" are prestigious awards conferred to exceptional high school theatre students across the country.

Growing up in home where education is a top priority, Audrey strongly believes in financial literacy education for all. She will be instrumental in helping direct students to financial literacy education mentoring packages and programs, online and in-person webinars and workshops, and one-day retreats on a variety of personal finance topics. Her goal is to help young adults to achieve financial literacy to prepare them for a more fulfilling and abundant financial future.

\# \# \#