



September 1, 2016

The Personal Finance Employee Education Fund (PFEEF) announced today it has a new website at www.pfeef.org.

The site expands upon its past U.S. focus. New sections have been created to highlight PFEEF's new focus on the United Kingdom. In cooperation with the Confederation of British Industry (CBI), PFEEF is reaching out to companies throughout Great Britain.

While the survey and scale attached to PFEEF have historically been used in about 50 countries, there has never been a major effort to market PFEEF's services on an international basis.

The main service of PFEEF is a survey called **The Personal Financial Wellness Scale™** (PFW Scale™). This survey has eight-questions and is a self-report measure of perceived financial distress and financial well-being. The instrument measures how people are doing along a continuum extending from negative to positive feelings about and reactions to their financial situations. The tool has been scientifically determined to be a valid and reliable measure of personal financial wellness. The development of the PFW Scale™ was finalized in 2006 through the research collaboration of Dr. E. Thomas Garman, Mr. Benoit Sorhaindo, and a national team of scholars.

[Click here](#) to learn more about the PFW Scale™.

The Personal Finance Employee Education Fund's new website continues to provide an extensive library of resources that include hundreds of financial articles, useful websites and tools, and current information in the field of financial literacy. PFEEF's resource library offers a wide range of relevant information and tools that will benefit the novice to the savvy financial expert.

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