

Unclaimed Property Day PRESS RELEASE Draft

**For Immediate Release Contact:**

February 1, 2022

## **State Unclaimed Property Programs Each Year Return Billions of Dollars to People Across the Country**

*Search for Your Cash at [ucpday.com](https://ucpday.com)*

**(DATELINE)** – The least known consumer protection program in the country returns billions of dollars each year to individuals who did not know they had missing money or valuable property, said Kathleen Lobell, Director of Louisiana Unclaimed Property, and president of National Association of Unclaimed Property Administrators (NAUPA).

Nearly 33 million people in the United States – 1 in every 10 – has what the industry calls unclaimed property: financial accounts or items of value in which the owner has not initiated any activity for a number of years. When that happens, and the company cannot locate the owner, the money or properties are submitted to the state. Common examples include unpaid life insurance benefits, forgotten bank accounts, and unused rebate cards.

“States are required to return unclaimed property to its owner no matter how long it takes,” Lobell said. “It is your money and it should be with you.”

Last year, to increase awareness of unclaimed property, NAUPA launched the first National Unclaimed Property Day on February 1. Then and now, unclaimed property administrators encourage everyone to search [unclaimed.org/search](https://unclaimed.org/search) to determine if a state is holding their property. Individuals are encouraged to search their name, a maiden name, or the name of a business or non-profit. **The search is free.**

*{INSERT HOW YOUR PROGRAM IS CELEBRATING AND QUOTE}*

To complement National Unclaimed Property Day, NAUPA also has launched a social media campaign, will distribute informational materials to state lawmakers and persons of influence, and will assist them in marketing and outreach efforts within their communities.

The National Association of Unclaimed Property Administrators leads and facilitates collaboration among administrators, holders, and the public in their efforts to reunite unclaimed property with its rightful owner.

###

### ***About The National Association of Unclaimed Property Administrators***

*The National Association of Unclaimed Property Administrators (NAUPA) is comprised of the unclaimed property programs of all 50 states, the District of Columbia, and the Commonwealth of Puerto Rico, as well as several foreign jurisdictions. The organization's objective is to facilitate collaboration and otherwise support program administrators in reuniting all unclaimed assets with rightful owners. NAUPA is an affiliate of the bi-partisan National Association of State Treasurers.*