

{INSERT LOGO}

## Unclaimed Property Day is Back to Return Money to {INSERT STATE REFERENCE}

Search for Your Cash at [ucpday.com](http://ucpday.com) {OR INSERT YOUR URL}

(January 31, 2022, {CITY, STATE}) – "If 1 in 10 people in the U.S. have unclaimed property, then you are bound to know many of them", said **Kathleen Lobell, Director of Louisiana Unclaimed Property, and President of National Association of Unclaimed Property Administrators (NAUPA)**. "Take advantage of the second annual Unclaimed Property Day, on February 1st, to search for your name and others."

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 should be returned to 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 [ucpday.com](http://ucpday.com) 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. Every search is free.

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.

{INSERT SPECIFIC ACTION TAKEN BY YOUR UNCLAIMED PROPERTY OFFICE}

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. More than \$2.87 billion dollars in unclaimed property was returned to its rightful owners by state unclaimed property offices in FY 2020, according to the latest [NAUPA Annual Report](#). Search for your unclaimed property today at [ucpday.com](http://ucpday.com).

{INSERT LOCAL CONTACT INFORMATION}

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### 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.