



National Black Nurses Association, Inc.  
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### **For Immediate Release**

SILVER SPRING, Md. — **October 3, 2024** — The National Black Nurses Association (NBNA) has announced a partnership with Prudential Financial to provide financial education to its membership.

As part of the partnership, Prudential was a new Corporate Roundtable Member of NBNA's 52<sup>nd</sup> Annual Institute & Conference in San Francisco, CA in July, where it hosted a welcome reception and financial wellness presentation. Prudential Advisors financial professionals will also conduct ongoing financial education webinars for NBNA chapters through its Blueprints to Black Wealth and Prudential Pathways programs.

[Blueprints to Black Wealth](#) is Prudential's enterprise-wide strategy that leverages its resources to close access gaps and create meaningful outcomes in promoting economic inclusion for Black consumers. Together with the Pathways program, which provides Prudential's institutional customers access to financial education, Prudential Advisors financial professionals will present on topics including retirement planning, investments, life insurance protection, estate planning and developing strategies for building long-term financial security.

“An element of Prudential's Blueprints to Black Wealth is providing financial education directly to communities,” says **Linda Moore**, a financial planner with Prudential Advisors. “For many decades, Black Americans have been underserved by the financial services industry, impacting generations of families. Blueprints is Prudential's strategic commitment to making a difference and we look forward to engaging with every nurse and chapter.”

“Nurses are the heartbeat of the healthcare field,” adds Moore. “They support patient's entire journeys with expertise and care and may often feel they're too busy to devote time to caring for their own personal finances. Through this partnership, we aim to begin conversations that help these devoted professionals protect their life's work and plan for a secure financial future.”

“This partnership is great news for our members,” says NBNA executive director Tonya Jackson. “We look forward to the significant impact Prudential’s involvement will have on the continued empowerment of our members through these invaluable resources.”

### **About the National Black Nurses Association:**

Founded in 1971, the National Black Nurses Association (NBNA) is a professional organization representing 308,000 African American registered nurses, licensed vocational/practical nurses, and nursing students in 112 chapters and 31 states. The NBNA mission is “to serve as the voice for Black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.” NBNA chapters offer voluntary hours providing health education and screenings to community residents in collaboration with community-based partners, including faith-based organizations, civic, fraternal, hospitals, and schools of nursing. For more information, visit [nbna.org](http://nbna.org). Follow us on Instagram, Facebook, and Twitter!

### **About Prudential Advisors**

Prudential Advisors supports the growth and success of nearly 3,000 financial professionals, fee-based financial planners and financial advisors across the country. Supported by local leaders and headquarters associates, the business enables financial professionals to deliver holistic financial advice by providing access to industry-leading resources and tools, a robust leads program, a highly recognized brand, and an open architecture approach to investment solutions. For more information, please visit [prudentialadvisors.com](http://prudentialadvisors.com).

### **About Prudential**

Prudential Financial, Inc. ( [NYSE: PRU](https://www.nyse.com/quote/NYSE:PRU) ), a global financial services leader and premier active global investment manager with approximately \$1.5 trillion in assets under management as of June 30, 2024, has operations in the United States, Asia, Europe, and Latin America. Prudential’s diverse and talented employees help make lives better and create financial opportunity for more people by expanding access to investing, insurance, and retirement security. Prudential’s iconic Rock symbol has stood for strength, stability, expertise, and innovation for nearly 150 years. For more information, please visit [news.prudential.com](http://news.prudential.com).