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## **BRAND NEW ECONOME CONFERENCE EXPLORES THE CONCEPT OF A NEW AMERICAN DREAM**

*EconoMe speakers will guide the audience in questioning assumptions about happiness, freedom, and prosperity through the lens of personal finance.*

**(Cincinnati, OH, January 6, 2020)** – EconoMe, LLC today announced the launch of their inaugural event, The EconoMe Conference. EconoMe is a full day conference about financial independence held at the University of Cincinnati on March 7, 2020.

The EconoMe Conference has roots in the FIRE movement (Financial Independence, Retire Early) which is a lifestyle movement with the goal of financial freedom.

“The American Dream originated as an ideal where every person has the right to pursue his or her own unique version of happiness,” says Diania Merriam, the founder of EconoMe, LLC. “Many Americans are frustrated with the rat race and their financial positions. EconoMe is all about reclaiming the right of the original American Dream and creating a life you love.”

The event is bringing together 9 leading experts from the FIRE movement for a series of provocative talks, including:

- **Jillian Johnsrud**, of the popular blog Montana Money Adventures, became financially independent by 32 despite a moderate income and 5 children. A sought-after speaker, Jillian has also been featured in USA Today, Forbes, Parents.com, Glamour, Travel +Leisure, Market Watch, Business Insider, and Yahoo.
- **Julien Saunders**, known online as Mr. R&R, is co-founder of the award-winning blog, Rich and Regular. Alongside his wife, Kiersten, the couple combine their passion for money with their commitment to break the cycles of economic struggle and poverty that has hampered the African American community. They’ve been seen in The NY Times, Market Watch, Forbes, Glamour, and Essence magazine.

- **Natalie Torres-Haddad** is a two-time TEDx Speaker, international award-winning author, and the bilingual podcast host of Financially Savvy in 20 minutes. Born in El Salvador and raised in Inglewood during the LA riots, she quickly understood that the lack of higher education and financial illiteracy limits her community of basic human rights and equality in resources.

Attendees can expect 2 sessions of engaging speakers, a screening of the new documentary [Playing with FIRE](#), networking with financially minded individuals, and a rockin' after party at The Woodward Theater.

“I experienced firsthand how changing my mindset about money and increasing my financial literacy completely changed my life,” Diania continues. “Just a few years ago, I was able to get out of \$30k of debt in 11 months and now currently save and invest 60% of my income. I’m thrilled to be able to make the ideas of the FIRE movement more accessible to our community through EconoMe.”

General admission pricing is \$149, and students are eligible for a 50% discount. Whether attendees are well on their way to financial independence, still struggling with debt, or students about to launch their careers, EconoMe is not to be missed!

### **About EconoMe, LLC**

EconoMe LLC was formed to launch The EconoMe Conference, a one-day event at the University of Cincinnati. The EconoMe Conference has roots in the FIRE movement (Financial Independence, Retire Early) which is a lifestyle movement with the goal of financial freedom. Diania Merriam, the founder of EconoMe LLC, was motivated to start a conference after the pursuit of FIRE changed her life. After she discovered blogs like Mr. Money Mustache and Frugalwoods, as well as books such as Your Money or Your Life and The Simple Path to Wealth, she used her new found knowledge to get out of \$30k of debt in 11 months. She then negotiated a remote working relationship with her employer as well as a 2-month unpaid sabbatical to walk the Camino de Santiago (a 500 mile trek across northern Spain). Diania started EconoMe to make the ideas that inspired her more accessible to others.

For more information on EconoMe including the full speaker lineup, and to purchase tickets, visit [www.economeconference.com](http://www.economeconference.com)

