**FOR IMMEDIATE RELEASE:**

**Jackson Sams Financial Services Launches New Brand**

*Herndon, Va., April 6, 2017*— For more than 15 years, Jackson Sams Financial Services has provided sound financial planning and wealth management services to clients in the Northern Virginia area. Today, the company is proud to announce the launch of its new brand and logo, Jackson Sams Wealth Strategies which represents Jackson Sams’ focus on helping women through the financial life and retirement planning process.

Providing sound financial planning for women is important to Pamela J. Sams, CRPC, President of Jackson Sams Wealth Strategies. It is something to which she can personally relate. “After my father passed away, I realized that my mother did not have a lot of financial resources and had a hard time dealing with her own finances,” states Ms. Sams. “I do not want to see women in the same situation when a spouse or significant other passes away. That is why I have made helping women achieve financial success my mission.”

The new logo, a swan, represents life’s unexpected events. In the financial world, a “black swan event” is when something completely unpredictable happens and generates nearly-disastrous results. The company chose to incorporate the swan into its logo to show that it understands that life can throw unexpected events at its clients. It is the mission of Jackson Sams Wealth Strategies to help clients turn life-changing events into life-changing financial freedom, self-confidence, and personal abundance.

“Many women find themselves in unexpected situations at some point in their lives. Maybe they’ve lost a loved one, endured a divorce, or ended a relationship with a long-time significant other,” states Ms. Sams. “Those unexpected moments can be transformed into remarkable narratives of financial stability and personal strength – or as I like to call them, *Swan Stories.*”

Women often have different financial realities than men. They typically live longer than men, making their retirement needs greater and more critical. Many also take themselves out of the workforce during their prime professional years, either to care for children or aging parents.

Jackson Sams’ system includes a thorough review of clients’ financial and life goals, and it determines how to successfully transition clients from one phase of life to another.

***About Jackson Sams Wealth Strategies***

*Jackson Sams Wealth Strategies is a financial planning and wealth management firm located in Herndon, Virginia, near the Dulles Corridor.*

*Pamela Sams, President of Jackson Sams Wealth Strategies and Financial Adviser, focuses on helping women understand the importance of financial planning by placing their needs first. By integrating financial planning and life planning, Pamela is dedicated to understanding each client’s unique set of values, priorities, challenges, dreams and opportunities to make the most appropriate financial recommendations and develop a personalized financial plan.*

*Securities and Investment Advisory Services offered through Voya Financial Advisors, Inc. (member SIPC) Jackson Sams Wealth Strategies is not a subsidiary of, nor controlled by Voya Financial Advisors.*

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