

PINK's

challenge

Investing should not be a torturous exercise shrouded in mystery. After all, women control household spending, manage corporate budgets and run millions of small businesses, but when it comes to making personal financial decisions, we tend to avoid them. So to demystify the markets and make investing more accessible and fun, PINK and Sanders Financial Management, an Atlanta-based advisory and investment management firm, have created PINK's inaugural Million-Dollar Stock Market Challenge.

The contest launches this month and works like this: One thousand participants will invest a hypothetical \$1 million each in stocks, bonds or mutual funds, after which time they'll have 12 weeks to grow their portfolios.

A word of caution: Investing contests with imaginary money are good fun and can be a great way to learn skills and gain confidence. But before you go and drop your actual life savings on your broker's pick of the week, keep in mind this advice from a consensus of experts: Short-term investing in individual stocks is a poor choice for most investors. Instead, a diversified and balanced portfolio lowers your risk, and it's wise to invest only those funds you won't need within five years to allow for inevitable market fluctuation.

Think you can
double your
investment?
Prove it!

Sign up for free at pinkmagazine.com, then manage your portfolio online anytime. The virtual investor who generates the highest return during the period will receive a three-night stay at the Oaks of Ojai Spa, California. The second-place winner wins a handbag from Milonga Leather valued at over \$700, and the third-place winner will receive a \$500 Ann Taylor gift certificate.

