

finStream.tv Launches New Personal Finance-themed Channel on TikTok

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finStream today launched a TikTok channel targeted to the specific personal financial needs of the TikTok community and their unique media consumption habits. finStream.TV, which is focused on increasing financial education and literacy, has developed a format tailored to the ...

Featuring Professor Michael Milligan and WorkRetireDie blogger Jack Lawler

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FOR IMMEDIATE RELEASE

February 23, 2021 – New York, NY – finStream today launched a TikTok [channel](#) targeted to the specific personal financial needs of the TikTok community and their unique media consumption habits. finStream.TV, which is focused on increasing financial education and literacy, has developed a format tailored to the unique environment of TikTok.

finStream’s TikTok channel, which can also be found online at <https://www.tiktok.com/@finstream.tv>, will feature interactions between young investors and renowned financial experts, such as Professor Michael Milligan of California State University, Fullerton. The channel will also feature Jack Lawler, publisher of the WorkRetireDie blog, asking young financial professionals questions about money.

finStream features the world’s top experts on “everything money,” from designing your personal financial plan, to saving for a house, to funding college tuitions, to planning for retirement and everything in between. Whether you’re Gen Z, a Millennial, a Boomer or part of the Silent generation, finStream offers invaluable and objective actionable

guidance that you can start using right away.

Three pillars distinguish finStream.

- **Original programming:** Launched during the pandemic, the channel focuses on the new normal and how the myriad challenges we are all facing will impact money matters moving forward.

- **Focus on women and minorities:** finStream features a special emphasis on the needs of women and minorities, two underserved constituencies in financial communications and education.

- **Curated content.** finStream also curates and presents best-in-class content from the nation's foremost personal finance experts.

"We're honored to have experts such as Professor Milligan developing original programming for finStream" said co-founder Bob Powell, distinguished financial journalist and contributor to MarketWatch, TheStreet, USA Today and other media outlets. "Plus, we're excited to have Jack Lawler educate, with the help of young financial professionals, his peers about all things money. And, in the weeks and months to come, we plan to add even more original content aimed at helping educate Americans of all ages about personal finance."

Added Professor Milligan, "I am thrilled to share my passion for financial literacy with finStream's global audience, spanning the generations."

finStream programming is available on YouTube, Facebook, Instagram, TikTok, LinkedIn, Amazon fire TV, Roku TV and @ [finstream.tv](#). finStream has retained [Studio507](#) to market the show and the new streaming channel.

About finStream Inc.

Founded by veterans from the financial services, media and communications industries, finStream is uniquely positioned as your new personal financial resource, targeted to different generations and your specific needs. For more information or to watch the show, please visit [finstream.tv](#).
