Gambling Is the Bait. Savings Are the Jackpot.

By PATRICIA COHEN

While building up savings offers a bulwark against financial vulnerability, the stock market’s recent bull run has been a powerful lure. And for many, the allure of instant riches has overshadowed the importance of building a well-funded nest egg. The allure of gambling is not new; in fact, it’s been a common practice for centuries. But with the rise of virtual reality and online platforms, the temptations have grown exponentially.

Some winners in Stock TV, the largest online prize-linked savings program, which pays you based on their total dividend earnings in the quarter, are reaping the benefits of their investments. In Congress, bills to modify the federal budget and prevent financial aid to sanctuary cities have gained momentum, and activists have organized rallies and protests to show support for these measures. Even personal budgets keep their dreams of the future alive.

These accounts have seen rep- orts of success, yet many who choose the path of less riskier investments express concerns about the potential for future volatility. In Congress, bills to modify federal budget and prevent financial aid to sanctuary cities have gained momentum, and activists have organized rallies and protests to show support for these measures. Even personal budgets keep their dreams of the future alive.

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