



Media Contact:
Veita Singh
New York Institute of
Finance, Director of
Marketing
veita.singh@nyif.com
(347) 842-2515

FOR IMMEDIATE RELEASE

The New York Institute of Finance (NYIF) announces Partnership with the RIA Digital Assets Council for the RIADAC Certificate in Blockchain & Digital Assets® Program

NEW YORK, NY (March 19, 2021) – The New York Institute of Finance (NYIF) announced today its partnership with the RIA Digital Assets Council to offer the RIADAC [Certificate in Blockchain and Digital Assets®](#), a comprehensive, 10-module online self-study program for financial advisors.

The Certificate in Blockchain and Digital Assets® program gives financial advisors fluency in blockchain technology, bitcoin and other digital assets, including tax, regulatory and compliance issues. Advisors will become proficient in key practice management areas, as they learn the options for adding digital assets to client portfolios and how to explain digital assets to clients. Led by leading experts in the blockchain, digital asset and financial advisory fields, the program is expected to offer 10 CE credits.

NYIF will serve as the exclusive global learning platform for the certificate program as well as provide consulting services to develop it. This continues NYIF's tradition of partnering with world class industry experts to bring the most relevant skills to professionals worldwide.

Michael Lee, NYIF Managing Director of Corporate Development, said, "RIADAC brings timely content and practical management strategies to the community of industry-leading financial advisors as well as to our NYIF community. We are excited to form this partnership with RIADAC, one of the most relevant companies in the growing digital assets category, on this groundbreaking certificate program."

"NYIF is the ideal partner as we launch this program," said RIA Digital Assets Council President Don Friedman. "By pairing RIADAC's content with NYIF's expertise and platform, our certificate program's enrollees will benefit from a unique and exceptional experience."

Ric Edelman, RIADAC's founder and one of the experts featured in the program, said, "as an educational source, one RIADAC goal is to connect advisors with top experts in the digital asset space." He added that hundreds of U.S. financial advisors are already enrolled in the inaugural class. The program has also attracted advisors from France, Great Britain, Mexico, Puerto Rico, South Africa and South Korea.

About Ric Edelman

Ric Edelman was ranked three times as the nation's #1 Independent Financial Advisor by *Barron's* and founded the nation's largest RIA, serving 1.3 million clients with \$260 billion in AUM. Mr. Edelman is in both *Research* magazine's and *Barron's* Financial Advisor Halls of Fame, and recipient of IARFC's Lifetime Achievement Award. *Investment Advisor*, *RIABiz* and *InvestmentNews* all named him one of the most influential people in the investment management profession. Mr. Edelman is the #1 *New York Times* best-selling author of 10 books on personal finance with more than one million copies in print in seven languages. He is also the founder of RIADAC. He presents two modules – an introduction to digital assets and a detailed examination of portfolio construction and investment management.

About RIADAC

The RIA Digital Assets Council is dedicated to advancing the awareness, knowledge and understanding of blockchain and digital assets by Registered Investment Advisors so they can give their clients the advice they need about this new and transformational asset class. Advisors can further their education by enrolling in RIADAC's [Certificate in Blockchain and Digital Assets®](#).

About the New York Institute of Finance

The New York Institute of Finance was formed more than 99 years ago by the New York Stock Exchange and is a global leader in delivering education and training for the financial services industry. The Institute offers a vast array of courses ranging from introductory to advanced, as well as a number of professional designations that build careers through expertise. Each year the Institute delivers training to more than 50,000 individuals in over 125 countries.

For more information about NYIF, visit nyif.com.

###