



FOR IMMEDIATE RELEASE
Friday, May 22, 2015

Contact: Katie Bryan, America Saves (202) 387-6121

19 BANKS AND CREDIT UNIONS RECEIVE AMERICA SAVES DESIGNATION OF SAVINGS EXCELLENCE

WASHINGTON, DC – On Wednesday, May 20, 2015, 19 banks and credit unions received the America Saves Designation of Savings Excellence, a new designation from America Saves that recognizes banks and credit unions that went above and beyond to encourage people to save money during America Saves Week. This is the first year America Saves has offered the Designation.

Designation of Excellence Recipients

- BancorpSouth
- Belvoir Federal Credit Union
- Democracy Federal Credit Union
- Electro Savings Credit Union
- FedEx Employees Credit Association
- First Citizens Bank
- First State Bank of St. Charles
- Keys Federal Credit Union
- Luso Federal Credit Union
- M&T Bank
- Monroe Bank and Trust
- New York Community Bank
- Pen Air Federal Credit Union
- Security Service Federal Credit Union
- St. Louis Community Credit Union
- The First, A National Banking Association
- Torrington Savings Bank
- TS Bank
- VISIONBank

The banks and credit unions were recognized at the 2015 America Saves National Savings Forum and received a Designation of Savings Excellence seal for their website along with a plaque. "For years, hundreds of banks and credit unions have participated in America Saves Week by encouraging individuals to save money and build wealth," said Stephen Brobeck, Executive Director of the Consumer Federation of America and a founder of America Saves. "For the first time, America Saves is recognizing a number of these institutions for their efforts," he added.

Recipients were chosen by two selection committees, one for banks and another for credit unions. The committee of credit union leaders was led by Christiane Gigi Hyland of the National Credit Union Foundation. Steve Bartlett of Treliant Risk Advisors chaired the distinguished leaders from the banking community. "These designations recognize those institutions that have acted affirmatively on behalf of the long term interests of their customers and their families," says Bartlett. "Savings equals long term security and quality of life."

America Saves Week is an annual opportunity for financial institutions to encourage individuals to save money – with an emphasis on reaching low- to moderate-income families. America

Saves is recognizing exceptional banks and credit unions that succeed in promoting savings or other wealth building accounts and have high levels of accounts opened or added to during America Saves Week 2015. For more information about the America Saves Designation of Excellence for Banks, please visit <http://americasavesweek.org/BankDesignation>, and for Credit Unions, please visit <http://americasavesweek.org/CUdesignation>.

America Saves, a campaign managed by the nonprofit Consumer Federation of America, seeks to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. The research-based campaign uses the principles of behavioral economics and social marketing to change behavior. Nonprofit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during America Saves Week. Learn more at AmericaSaves.org and AmericaSavesWeek.org.