



GUADALUPE CREDIT UNION RECOGNIZED FOR SECOND YEAR BY NATIONAL CAMPAIGN PROMOTING SAVINGS

GUADALUPE CREDIT UNION AMONG 32 BANKS AND CREDIT UNIONS TO RECEIVE AMERICA SAVES DESIGNATION OF SAVINGS EXCELLENCE

Contact: [Madeline Daniels](#), America Saves, (202) 939-1002
[Adena Whitman](#), Guadalupe Credit Union, (505) 216-0555

Santa Fe, NM — Guadalupe Credit Union was recognized for the second year in a row with the 2017 America Saves Designation of Savings Excellence for its extraordinary efforts during America Saves Week/Military Saves Week to encourage members to save money. The award is presented each year to financial institutions that succeed in getting people to open and add to wealth-building accounts.

"This was our most competitive year so far, with institutions engaging in creative ways and offering savings incentives," said Allie Vered, America Saves Director. "A lot of people don't believe they can find the money to save. But saving is not an amount, it's an activity. Convincing consumers to pay themselves first, to hang on to dollars instead of spending, and to take a pledge to achieve a goal go a long way towards helping them develop savings habits. We recognize Guadalupe Credit Union for their efforts to educate and inspire."

Just two in five American households report making good or excellent savings progress. America Saves Week is an annual opportunity for people to assess their savings status and make a plan to start or increase saving, and for organizations like banks or credit unions to support good savings behavior. America Saves Week is coordinated each year by [America Saves](#) and the [American Savings Education Council](#).

"We were thrilled to be included in the national recognition again this year," said GCU CEO Winona Nava. "Our credit union's overarching mission is to provide the tools to help our members achieve financial empowerment, to make their financial lives strong. Throughout this week-long campaign, we opened 86 new savings accounts, with a total balance of \$29,582.31 (\$344 avg. per account). Encouraging savings is just one way we are able to help our members reach their personal goals."

Guadalupe Credit Union was one of only 16 banks and 16 credit unions recognized nationally.

2017 America Saves Designation of Savings Excellence Recipients:

- Air Force Federal Credit Union
- Andrews Federal Credit Union
- Armed Forces Bank
- BancorpSouth Bank
- Dean Bank
- District Government Employees Federal Credit Union
- Dover Federal Credit Union
- Eglin Federal Credit Union
- Farmers Savings Bank
- First Arkansas Bank & Trust
- First Federal Savings and Loan Association of Port Angeles, WA
- FNB Community Bank
- Fort Hood National Bank
- Guadalupe Credit Union

- Hanscom Federal Credit Union
- Home Federal Bank
- Jax Federal Credit Union
- Keys Federal Credit Union
- LUSO Federal Credit Union
- M&T Bank Corporation
- Mechanics Bank
- MECU of Baltimore
- Navy Federal Credit Union
- Pacific Marine Credit Union
- Peninsula Federal Credit Union
- Pioneer Valley Credit Union
- Quontic Bank
- R.I.A. Federal Credit Union
- SmartyPig by Sallie Mae Bank
- Southern Bancorp
- Torrington Savings Bank
- WesBanco Bank, Inc.

2017 Honorable Mentions:

- Broadway Bank
- Freedom Federal Credit Union
- FreeStar Financial Credit Union
- Frontier Community Credit Union
- Heritage Bank & Trust
- NSWC Federal Credit Union
- Security Service Federal Credit Union
- TS Bank

For more information about the America Saves Designation of Excellence visit:

Bank Designation: <http://americasavesweek.org/america-saves-designation-of-excellence-for-banks-criteria/>

Credit Union Designation: <http://americasavesweek.org/america-saves-designation-of-excellence-for-credit-unions/>

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About Guadalupe Credit Union

Member-owned and not-for-profit Guadalupe Credit Union (GCU) is a certified Community Development Financial Institution that has served Northern New Mexico since 1948. Anyone who lives or works in Santa Fe, San Miguel, Río Arriba, Mora, Torrance or Taos counties is invited to join. GCU is an equal opportunity and housing lender and is federally insured by the National Credit Union Association.

About America Saves

America Saves is a campaign managed by the nonprofit Consumer Federation of America that uses the principles of behavioral economics and social marketing to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. 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.