



National Association of Federal Credit Unions



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New Partnership Promotes Saving and Wealth-Building Among Hispanic Americans

National Association of Federal Credit Unions and Hispanic America Saves Join Forces

Washington, DC—The National Association of Federal Credit Unions ([NAFCU](#)) and Hispanic America Saves are pleased to announce a new partnership that aims to promote better savings habits within the Hispanic community. The Hispanic America Saves campaign, a part of America Saves, is run by the Consumer Federation of America ([CFA](#)).

“We are proud to partner with CFA to help address the growing financial needs of Hispanic Americans through this new program. This is a natural extension to what credit unions already do to promote thrift with their memberships overall,” said NAFCU President Fred R. Becker.

“As we see growth in the size, income and spending power of the country’s Hispanic community, we want to make sure that community has the information and opportunity to build wealth, not debt,” said Nancy Register, director of the America Saves campaign.

The partnership will reach tens of thousands of Hispanic Americans served by federal credit unions with an educational and motivational message. In particular, the organizations will deliver the following through NAFCU’s national network of federal credit unions:

- bilingual information on auto finance, with tips on researching cars, shopping around for the best loan and negotiating with dealers;
- bilingual information on home buying, with tips on securing low-interest loans, advice on making payments on time and words of caution about borrowing against home equity;
- general savings advice, including information about making saving automatic and creating an emergency fund.

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[America Saves](#), the umbrella organization for Hispanic America Saves, includes over 1,000 organizations that encourage and assist Americans, especially lower-income households, to save and build wealth. The Saves campaigns are run by the [Consumer Federation of America](#).

NAFCU is the only national organization that focuses exclusively on federal issues affecting credit unions, representing its members before the federal government and the public.