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NEWS RELEASE

For Immediate Release

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AMERICA AND MILITARY SAVES WEEK IS FEBRUARY 27 – MARCH 4

*Department of Finance joins Financial Institutions and Agencies in
America and Military Saves Week*

Boise, Idaho...The Idaho Department of Finance announced its participation today in the 2017 America and Military Saves Week, partnering with financial institutions and the Idaho Military Financial Alliance. The Department is proud to be part of this important event in service to our military and believes that the events of America and Military Saves Week will provide valuable tools to all participants, enhancing their ability to make sound financial decisions.

Banks and credit unions headquartered in Idaho will join in promoting this important savings event, including Connections Credit Union, Icon Credit Union, Idaho Central Credit Union, Idaho Independent Bank, and Ireland Bank. Their innovative programs will include:

- Promoting savings and personal wealth through newsletters and social media; cash incentives to new savings accounts customers who establish recurring deposits; gifts of piggy banks to new youth savings account customers; online savings "pledge" forms and working personally with those who pledge to create a saving plan;
- Employees as volunteer educators in local elementary schools to teach financial literacy;
- Savings challenges (save \$1 on week 1, \$2 on week 2, \$52 on week 52 – to total \$1,378 during the year); and
- Having a booth at the Capitol to support America Saves Week.

On February 10th and 12th, the Department, as a member of the Idaho Military Financial Alliance, along with Mountain America Credit Union (MACU), the Idaho Department of Insurance, and other agencies will co-sponsor *Operation: Financial Freedom – Building the Reserves YOU Deserve*. The campaign will kick off with a luncheon at Gowen Field Air Force Base on Friday, February 10th, sponsored by MACU. Guests will be greeted with introductions and welcoming remarks from Brigadier General John Goodale, assistant adjutant general, Idaho National Guard. Mr. Steve Steck, Idaho National Guard personal financial counselor, will provide the keynote presentation at the event.

On February 12th, service members are invited to attend a financial fair and panel discussion on topics to include savings and investing, servicemember rights regarding third-party collection, and issues related to financial fraud. Staff members from the Idaho Department of Finance will present financial information on the panel and free financial education materials at an information booth for the benefit of military personnel.

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Department of Finance Press Releases and other information can be found at <http://finance.idaho.gov> and may be obtained by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.