

For Immediate Release



CONTACT:

TEL:
FAX:

Karen Dorway
BAUERFINANCIAL, Inc.
1.800.388.6686
1.800.230.9569
www.bauerfinancial.com
research@bauerfinancial.com

To Banking or Business Editor:

BauerFinancial Endorses America Saves Week

February 17, 2015: BAUERFINANCIAL, Inc., the nation's premier bank rating firm, is pleased to throw its support behind the Consumer Federation of America (CFA) and its America Saves Campaign.

When: February 23—28, 2015

Who: Thousands of organizations typically participate reaching millions of people.

Why: To promote good savings habits and give individuals a chance to assess where they stand.

Fewer than two-thirds of American adults say they have enough savings to pay for unexpected expenses like a doctor's visit or car repairs. Only about one-third feel prepared for their long-term financial future.

America Saves Week is coordinated by America Saves and the American Savings Education Council (ASEC). The Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status. The ASEC is committed to making savings and retirement planning a priority for all Americans. Learn more about America Saves Week at www.americasavesweek.org.

Use your tax refund to pay off (or down) credit card debt or open an Individual Retirement Account (IRA) at a well-rated bank or credit union.

Don't know how your bank/credit union is rated? Find out today at www.bauerfinancial.com.

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BAUERFINANCIAL has been providing the public with the knowledge they need to make informed decisions regarding their banking relationships since 1983. BAUERFINANCIAL is the source that bankers and consumers trust when making important banking decisions. Let's face it, when it comes to money, all decisions are important.

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