

Cooperative Credit Union Association Unveils Consumer Version of CU Senior Safeguard

Association marks World Senior Abuse Awareness Day, June 15th, by offering its online educational program free to all through Better Values-Better Banking

JUNE 15, 2018 (MARLBOROUGH, MA) — Riding on a current of continuous momentum generated by the more than 2,500 credit union employees who have already become certified in the CU Senior Safeguard program since its launch in April of this year, the Cooperative Credit Union Association (CCUA) is announcing today that a second version of the program—designed exclusively for consumers—is now accessible on its consumer-facing website, *BetterValuesBetterBanking.com*.

CU Senior Safeguard is an online educational program designed to help prevent elder financial fraud and abuse. Mandated by CCUA's Board of Directors and developed in partnership with EverFi, a leading national technology company that provides education through innovative and scalable digital learning, the initial phase of CU Senior Safeguard is currently being offered to staff at all of CCUA's 192 member credit unions, empowering them with the knowledge and information they need to recognize and combat elder financial abuse.

With today's announcement, CU Senior Safeguard takes a bold step into the public marketplace.

"Today, we begin our kickoff of community-centered initiatives designed to promote awareness of elder financial abuse and CU Senior Safeguard," said CCUA President/CEO Paul Gentile.

"While one version continues to cater to and certify credit union staff, the version of CU Senior Safeguard we're launching today will help all consumers become more informed and knowledgeable about elder financial abuse and what to do to prevent their elderly relatives and friends from becoming easy targets."

Beginning this week in New Hampshire and continuing throughout the summer months, CCUA will be scheduling appearances on several radio talk shows throughout the state to help raise awareness of elder financial abuse. Plans also include radio advertisements and community educational events where caregivers, law enforcement, lawmakers, and credit union executives can address the issue and offer guidance on how to protect seniors.

While CU Senior Safeguard's community awareness and education efforts begin this week in New Hampshire, similar efforts and activities are also being scheduled throughout the summer for Massachusetts, Rhode Island and Delaware—other states that are home to CCUA member credit unions.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 200-member credit unions located primarily throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA members hold combined assets in excess of \$45 billion and serve a collective membership base of more than 2.3 million consumers. It's on behalf of these member credit unions that CCUA advocates before Congress and state legislatures, regulatory bodies and the general public through its *Better Values—Better Banking* consumer awareness campaign. In addition to advocacy, CCUA also engages its members with an array of industry resources, from compliance assets and marketing support to vetted products and service providers; an array of educational workshops and conferences; and a variety of communication channels that include a daily e-newsletter, live and recorded video programs, and a quarterly magazine focused on CCUA's advocacy initiatives. For more information, visit www.CCUA.org.

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CU Senior Safeguard