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Jax Federal Credit Union Receives Designation of Savings Excellence from America Saves

Jacksonville-based credit union recognized in national campaign for second year in a row

May 29, 2018 — Jacksonville, Fla. — Jax Federal Credit Union was recognized today with the 2018 America Saves Designation of Savings Excellence for its efforts to encourage members to save money during America Saves Week, held February 26 through March 3, 2018. The award is presented each year to financial institutions that succeed in getting people to open and add to wealth-building accounts.

Jax Federal Credit Union was one of 17 credit unions, 15 banks and five military-affiliated organizations recognized nationally, and the only recipient headquartered in Northeast Florida.

“Saving is critical to long-term financial wellness, and we take every opportunity to encourage our members during their savings journey,” said Gerri Sexsion, President and CEO of Jax Federal Credit Union. “We are honored to join our fellow honorees for the second year in a row, and congratulate all of this year’s winners for working to educate consumers about the best ways to reach their short- and long-term goals.”

America Saves Week is coordinated each year by America Saves and the American Savings Education Council. More than 17 banks, 15 credit unions and five military-affiliated organizations participated in this year’s campaign.

Jax Federal Credit Union offered waived membership fees for new members during America Saves Week and distributed educational materials about the importance of saving to existing members.

“At a time when just two in five American households report making good or excellent savings progress, Jax Federal Credit Union went above and beyond to encourage and support its members to save,” said George Barany, America Saves Director. “This year’s designees are the leaders in their field at responding to the savings crisis by working directly with American families to open and add to savings accounts. Jax Federal Credit Union doesn’t just tell people why it’s important to save, it helps them do it.”

A full list of winners is available at americasavesweek.org/america-saves-designation-of-excellence-for-credit-unions/.

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About Jax Federal Credit Union

Jax Federal Credit Union was founded in 1935. Today, the Jacksonville-based credit union serves more than 30,000 members in Duval, Clay, Nassau, Baker and St. Johns Counties. For more information, visit jaxfcu.org.

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.