



## **PIONEER VALLEY CREDIT UNION RECOGNIZED FOR PROMOTING SAVINGS BY NATIONAL SAVINGS CAMPAIGN**

**For Immediate Release:** May 29, 2018

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SPRINGFIELD, Mass. — Pioneer Valley Credit Union was recognized today for its extraordinary efforts to encourage Americans and support its members to save money during America Saves Week and Military Saves Week.

“At a time when just two in five American households report making good or excellent savings progress, Pioneer Valley 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. Pioneer Valley Credit Union doesn’t just tell people why it’s important to save, it helps them do it.”

“Year after year we work with our members to help them to achieve their financial goals and to become more savvy consumers,” said Anabela Grenier, Pioneer Valley Credit Union President/CEO. “We have been putting the savings needs of our members first for 95 years and are delighted to offer products, financial workshops and convenient tools geared towards their success. America Saves is a wonderful program which works in concert with our philosophy to help members as they make their journey to a better financial future.”

Pioneer Valley Credit Union was one of 15 banks, 17 credit unions and five military-affiliated organizations recognized around the world.

America Saves Week is coordinated by [America Saves](#) and the [American Savings Education Council](#).

### **2018 America Saves Designation of Savings Excellence Recipients**

#### **Banks:**

- Armed Forces Bank
- BancorpSouth Bank
- Bank of America
- Bank of Guam
- Broadway Bank
- Farmers Savings Bank
- First Arkansas Bank & Trust
- First Commonwealth Bank
- Fort Hood National Bank
- Home Federal Bank
- M&T Bank Corporation
- Mechanics Bank
- SmartyPig by Sallie Mae Bank
- Southern Bancorp
- WesBanco Bank, Inc.

#### **Credit unions:**

- AFFCU, A Federal Credit Union
- Andrews Federal Credit Union

- Beach Municipal Federal Credit Union
- Bi-County PTC Federal Credit Union
- Eglin Federal Credit Union
- Hanscom Federal Credit Union
- Harvard University Employees Credit Union
- Jax Federal Credit Union
- Keys Federal Credit Union
- MECU of Baltimore
- Navy Federal Credit Union
- New Horizons Credit Union
- Pacific Marine Credit Union
- Pioneer Valley Credit Union
- R.I.A. Federal Credit Union
- Service Credit Union
- Westmark Credit Union

Military family and financial readiness centers and youth programs:

- Kadena Air Base, Japan: Airman and Family Readiness Center
- Peterson Air Force Base, Colo.: Airman & Family Readiness Center Personal Finance Readiness
- Naval Base San Diego, Calif.: Fleet & Family Support Center
- Tinker Air Force Base, Okla.: Youth program
- Travis Air Force Base, Calif.: Base & Family Readiness Center

**For more information about the America Saves Designation of Excellence visit:**

Bank Designation: <http://americasavesweek.org/america-saves-designation-of-excellence-for-banks-criteria/>

Credit Union Designation: <http://americasavesweek.org/america-saves-designation-of-excellence-for-credit-unions/>

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### **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](http://americasaves.org) and [americasavesweek.org](http://americasavesweek.org).