



NFCC PRESS RELEASE

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NFCC RELEASES NEW PUBLIC SERVICE ANNOUNCEMENT

“From the Mouths of Children” Represents New Approach and Message from NFCC

Silver Spring, MD – Responding to the growing need to provide American consumers with not just a path out of a financial crisis but also the tools to reach their overall financial goals, the NFCC (National Foundation for Credit Counseling) has released a new public service announcement (PSA), titled “From the Mouths of Children.”

Even though the NFCC has long utilized PSAs to distribute various messages to consumers, this PSA represents a new and fresh approach. Specifically, the PSA

- Pivots away from the NFCC’s prior method of presenting a consumer in financial distress and suggesting counseling from its Member Agencies as a solution.
- Strives to focus attention on using NFCC Member Agencies to expand one’s *overall* level of financial education as a way to not only resolve the financial crisis at hand, but to reach financial goals such as buying a home or sending a child to college.
- Features child actors delivering a message of the importance of financial education.

The hope is that by taking an unconventional approach, the ad will break through the thousands of messages consumers are bombarded with every day, and compel American consumers to stop, listen, and take action to improve their financial situations and focus on their goals.

“We decided to try something new,” said NFCC Director of Communications Nick Jacobs, who supervised the production of the PSA, “The traditional style of PSA had been effective, but as the economy slowly gains strength we, the NFCC, felt this was an excellent opportunity to focus the attention of consumers on the future and on reaching their goals instead of the economic pain and misery of the past,” continued Jacobs.

The PSA has been distributed to TV and radio stations across the country and can be viewed on the NFCC’s Web site by visiting: www.NFCC.org.

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The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation’s largest and longest serving national nonprofit credit counseling organization. The NFCC’s mission is to promote the national agenda for financially responsible behavior and build capacity for its Members to deliver the highest quality financial education and counseling services. NFCC Members annually help four million consumers through close to 830 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC Member, call (800) 388-2227, (en Español (800) 682-9832) or visit www.nfcc.org. Visit us on Facebook at <http://www.facebook.com/NFCCDebtAdvice> and on Twitter at <http://twitter.com/NFCCDebtAdvice>.