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Navy Federal Gears UP To Take the Military Saves Pledge Committed To Encourage Systematic Savings as a Way of Life

Vienna, Va. (February 24, 2012) – This week from February 19 – 26 [Navy Federal Credit Union](#) is delighted to announce that for the sixth year in a row the credit union has taken the Military Saves pledge. Military Saves is a social media campaign created to persuade and motivate military families to save for tomorrow and encourage leaders of organizations to aggressively promote automatic savings.

“We have always emphasized the importance of establishing a healthy savings habit to our 3.9 million members as early in life as possible,” said Bob Joshua, executive vice president, savings & membership. “This year’s campaign theme, ‘Set a Goal. Make a Plan. Save Automatically’ closely aligns with our credit union’s mission to provide easy ways for small savers to get started.”

This year the credit union will be promoting two of their key small saver products. One being the Special EasyStart Certificate, which is a one-year, \$50 minimum certificate that requires monthly deposits to earn a 3% APY. For goal-oriented savers, the credit union will offer their Custom Club account at a 2% APY. It can be personalized with a savings goal, requires only \$5 to open it, and has flexible terms from 3 to 12 months. The credit union plans to offer these special products at highlighted rates to their members for 30 days after the start of the campaign.

In addition, Navy Federal has extended this campaign to [Facebook](#) and [Twitter](#) to help create an interactive discussion with their members and promote the idea of saving as a whole. “In this economic environment, we believe it is crucial for our members to develop the habit and understand how to save for emergencies as well as toward specific goals and for the future,” said Joshua. “It is a part of who Navy Federal is and why we serve our members.”

About Navy Federal Credit Union

Navy Federal Credit Union is the world’s largest credit union with \$47 billion in assets, nearly 4 million members, 220 branch offices, and more than 8,000 employees worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information about Navy Federal, visit www.navyfederal.org.

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