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## **Navy Federal Pledges Support to Military Families' Savings Goals** *Military Saves Week specials encourage financial readiness.*

Vienna, Va. (February 25, 2013) – [Navy Federal Credit Union](#) today announced the kick-off of its seventh year of participation in Military Saves, a week-long initiative from February 25-March 1, created to inspire the military community to save and encourage organizations to focus on the financial readiness of military members and their families. Military Saves, a component of the [America Saves](#) campaign, shares Navy Federal's goal of assisting all branches of the military, Department of Defense and their families in maintaining financial health.

"We have always been committed to ensuring that our members are meeting their financial goals through every phase of life," said Bob Joshua, executive vice president, Savings and Membership. "The Military Saves campaign's theme of, 'Set a Goal. Make a Plan. Save Automatically.' closely aligns with our mission to provide easy ways to get started on lifelong habits of financial readiness."

Along with its usual variety of savings products, this year the credit union will be promoting special offers that focus on long-term goals. Members opening their first IRA with the credit union will receive a \$100 bonus when making a \$50 minimum deposit. Competitively high percentage yield certificates with low minimum deposits will be available. The credit union plans to offer these special products for members until 30 days after the start of the campaign.

In an effort to motivate and educate members interactively, Navy Federal has extended this campaign to [Facebook](#) and [Twitter](#). "We want the habit of saving to be an attainable goal for all of our members," said Joshua. "We are committed to offering easily accessible resources to achieve financial stability."

### **About Navy Federal**

Navy Federal Credit Union is the world's largest credit union with over \$52 billion in assets, four million members, 229 branches and a workforce of over 10,000 employees worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information, visit [www.navyfederal.org](http://www.navyfederal.org).

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