

LIBERTY BAY CREDIT UNION RECOGNIZED FOR “*FA\$Track*’ING” FINANCIAL EDUCATION

BRAINTREE, MASS. (April 4, 2019) – Financial Literacy is important in any phase of life, but it is not always accessible to everyone. Financial planning has long been thought to be something that only the wealthy can afford. This is no longer the case, as Liberty Bay Credit Union has made financial education part of its foundation in educating the community-at-large through its online financial platform called *FA\$Track*. The dedication has paid off with a Credit Union Heroes Award, in the category of financial education, by American Business Media, publishers of Banking New England and CenterPoint magazines. Liberty Bay CU was recognized with a bronze award on March 28, 2019 at the Awards Gala at The Armory at MGM Springfield.

FA\$Track was implemented in June of 2018 after it became clear that not everyone had access to the financial literacy seminars that Liberty Bay CU already offered to the public. “We recognized the need to offer a financial education resource that could be accessed around-the-clock, meet the learner where ever was most convenient for them, and was free to the entire community,” said Cassie Brown, Director of Marketing and Partnership Engagement.

“It was important to us to find a way for people who wanted to attend our financial seminars but couldn’t because of commitments to family or work to have 24/7 access to this knowledge,” emphasized President Lyndon Matteson.

The awards were given in several categories to credit unions and community banks located throughout New England according to their asset size. “Vincent Valvo, American Business Media publisher and CEO, said, ‘We sought out the banks and credit unions that are doing things that are interesting, impactful and innovative.’”

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Liberty Bay Credit Union strives to provide a better style of banking for all of eastern and central Massachusetts from offices in Braintree, Woburn, Hingham and Scituate as well as through their website and mobile banking application. Liberty Bay Credit Union offers an array of personal and business banking services, as well as providing community outreach and financial education. Please visit www.LBCU.org for additional information on products and services.