

NEWS RELEASE

For Immediate Release
April 6, 2021

Gulf Winds Credit Union

For more information, contact:

Frank Giammaria

PR Specialist

Office: 850-479-9601, x149

Email: Frank.Giammaria@gogulfwinds.com



Gulf Winds Launches Digital Financial Education Platform

Pensacola, FL – Gulf Winds is excited to announce the launch of the Financial Wellness Center, an online financial education platform for adults. The Financial Wellness Center is a free resource available to the public at GoGulfWinds.com/Learn. According to the Wharton School of Business, 70% of Americans could not correctly answer three basic financial literacy questions. Gulf Winds is committed to changing this trend.

“Gulf Winds believes in the value of financial education,” said Chris Rutledge, CEO/President of Gulf Winds. “We want to empower members of our local community with resources to help them make the best financial decisions for themselves and their families.”

The Financial Wellness Center provides interactive learning tools covering a wide range of financial topics, from basic information about *Checking Accounts* to more abstract topics like *Expectations of a Financial Caregiver*. You can even take a short quiz to get your *Personalized Playlist*, which will suggest topics matching your financial interests and goals. Each topic is 3-10 minutes in length and designed to encourage participants to build financial confidence with a series of interactive activities. The mobile-friendly program is available in English and Spanish.

The Financial Wellness Center was created in partnership with EVERFI, Inc., the nation’s leading education technology innovator. “As a trusted partner and leader with nearly a decade of experience providing financial education for learners of all ages, EVERFI believes that financial capability is and must be within reach for all consumers and communities, regardless of their financial means,” said EVERFI Co-Founder and President of Financial Education, Ray Martinez.

About Gulf Winds:

Since 1954, Gulf Winds Credit Union has offered products and services that empower our members to live their best financial lives. Gulf Winds provides 70,000+ members with the convenience of 13 branch locations, online and mobile banking, nationwide surcharge-free ATMs and the support of more than 200 knowledgeable employees committed to providing “Service That Soars Above.” Membership is open to anyone that lives, works, worships or attends school in North Florida, Southern Alabama and Southern Georgia. Visit GoGulfWinds.com for more information.

###