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## **CU Solutions Group's Save to Win Makes Front Page of *The New York Times***

LIVONIA, MI, September 9, 2014 – CU Solutions Group's prize-linked savings program Save to Win was recently featured on the front page of *The New York Times*. The article, entitled "Using Gambling to Entice Low-Income Families to Save" positions the credit union program as being a favorable savings option for low-income consumers who "often see lotteries as the only form of financial planning they have."

Save to Win is a national, CUNA award-winning product where participating credit union members earn one entry into monthly and grand prize drawings for every \$25 deposit they make into a Save to Win account. All Save to Win deposits generate interest and build savings. Started in 2009, Save to Win has helped credit unions open 50,000 share certificate accounts that helped their members save \$94 million.

"Save to Win is a great initiative that helps underserved and low income families save for their futures," says CU Solutions Group CEO David Adams. "It was wonderful to see such a deserving program featured on the front page of the New York Times. Save to Win goes to the heart of the credit union mission and reflects a dedication to help hard-working people prosper and grow."

Save to Win is currently available to credit unions in Michigan, Nebraska, North Carolina and Washington where laws have been passed to allow prize-linked savings programs. Connecticut, Indiana, Maine, Maryland and Rhode Island also allow prize-linked savings programs and New York may soon join that list thanks to legislation that has just been approved allowing it.

The glowing coverage from The New York Times is just one of several recent articles highlighting the benefits of Save to Win, and CU Solutions Group is honored to have the positive exposure on its life-changing program. **To learn more about Save to Win visit [www.cusolutionsgroup.com/savetowin](http://www.cusolutionsgroup.com/savetowin).**

*CU Solutions Group serves the credit union industry by offering essential solutions in four key areas: marketing, technology, membership enhancements, and performance management. Its Michigan Solutions division complements these areas with a focus on serving Michigan credit unions. CU Solutions Group was formed out of the combination of CU Village and HRN Management Group, and is owned by hundreds of investors made up of leagues, credit unions and credit union system organizations. Learn more at [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com), [www.facebook.com/CUSolGroup](https://www.facebook.com/CUSolGroup) or [www.twitter.com/CUSolGroup](https://www.twitter.com/CUSolGroup).*

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