



## **Cambridge Credit, Basketball Hall of Fame and USA Today Partnership** **Core Messages**

### **Core Partnership Messages**

In order to help educate consumers about the importance of personal financial management,

- This partnership between Cambridge Credit, Basketball Hall of Fame and *USA Today* will increase financial literacy amongst high school students nationwide.
- The organizations will combine their respective areas of expertise and resources to help empower high school students to better manage their personal finances and teach them the fundamentals of debt and credit management.
- This partnership is unique because it combines one of the country's leading experts on debt management, with a fun and engaging venue for young adults. Leveraging on one of the most trusted and credible brands in national news, the program will reach more high school students nationwide than any other educational program of its kind.

### **Core Benefits**

- This partnership will empower students with the skills they need to better manage their finances and avoid burdensome debt in the future.
- High school students, relative to other demographics, are the largest growing population of consumers taking on debt in this country. This partnership targets young adults at the beginning stage of their financial lives, essentially planting the seeds of good financial management as early as possible.
- There is a misconception that high school students are receiving the personal finance education they need from their parents and their schools, yet in reality no one is helping them. The only way to minimize their risk for taking on debt in the future, is to educate them now on the basics of personal finance, how credit works and proper budgeting skills.
- Young adults are a segment of the population with great spending power but little or no guidance on how to manage money.

## Cambridge Messages

- Using basketball as a tool to engage young adults and leveraging on *USA Today's* presence in high schools throughout the country, Cambridge Credit has developed a curriculum to teach students basic personal finance tools that will enable them to avoid burdensome debt.
- This partnership helps enable Cambridge Credit to carry out its core educational and charitable mission.
- As an industry leader, Cambridge Credit is constantly inventing new ways to provide consumers with professional educational guidance and credit counseling services.
- One of the leading reasons why consumers have difficulties maintaining their financial stability is because they don't understand how credit works. Cambridge Credit is committed to providing consumers nationwide the necessary educational tools to lead financially stable lives.
- As federal and state regulators hold tax-exempt credit counseling organizations to the highest standards, emphasizing the importance of education, Cambridge Credit continues to execute and expand its educational initiatives. These include:
  - Educating the general public on personal finance topics through GoodPayer.com
  - Providing free educational materials to consumers nationwide
  - Conducting community-based personal finance seminars, targeting young adults, low income families and senior citizens
  - Partnering with collegiate sports programs
  - Developing educational programming and curriculums to area colleges and universities
- Cambridge Credit provides free educational assistance and budget analysis to approximately 40,000 consumers every month, of which only 10 – 12 percent actually join the organization's Debt Management Program.

## Basketball Hall of Fame Messages

- The Naismith Memorial Basketball Hall of Fame is dedicated to promoting an appreciation of the historical development of the game of basketball and to use its resources to engage members of the community, particularly its younger members, to questions, inquire, explore, and to achieve their intellectual, creative, social, and civic potential.
- Through its educational offerings the Basketball Hall of Fame seeks a partnership with the larger community that will foster a spirited enthusiasm for life-long learning and civic participation.
- The Basketball Hall of Fame shares in Cambridge Credit's commitment to educate today's youth on personal finance topics. Already role models for today's youth, basketball players can communicate the importance of proper financial management by setting an example and sharing their own experiences.