

For Immediate Release



## Focus is on reducing consumer debt as Alterna helps launch Financial Literacy Month

**OTTAWA, ON – (November 4, 2015)**– In recognition of Financial Literacy Month in Canada, Alterna Savings, in partnership with the Financial Literacy Action Network of Ottawa (FLANO) launched Financial Literacy Month in the nation’s capital.

A group of Ottawa-based organizations including Alterna Savings, Entraide Budgétaire, and other members of FLANO have come together to raise awareness and tackle the issue of growing consumer debt levels. More and more Canadians are accumulating debt, have insufficient savings, and are not aware of the impact their credit card rates and bank fees have on their household budget. Moreover, with the proliferation of high-interest pay day loans, people from all walks of life – seniors, low income, and the middle class - are affected.

“With rising consumer debt and reduced savings, the vulnerable population continues to grow through inaction and inattention. Our goal as community leaders is to affect positive, sustainable change by helping Canadians attain at least a minimal level of financial literacy” said Angela Dzinis, Branch Manager, Alterna Savings and member of FLANO. “As a co-operative financial institution, we make sure that our members have the knowledge, skills and confidence to make the best possible choices for themselves and their families.”



## Alterna Savings

So far this year, FLANO's members have delivered financial literacy programs and workshops to over 18,000 people in the greater Ottawa area. By doing so, they wish to empower consumers to make the best financial decisions for themselves and their families.

"Financial Literacy Month is a great opportunity to celebrate the collaboration between Alterna Savings and the other members of the Financial Literacy Action Network of Ottawa (FLANO)," said Jane Rooney, Financial Literacy Leader. "With programs like Alterna Savings' financial literacy program, together we are making progress in engaging more Canadians and empowering them to strengthen their financial knowledge and abilities."

### **About Alterna Savings**

As Canada's first co-operative financial institution outside of Quebec, Alterna Savings and Credit Union Limited has operated as a full-service, member-owned credit union for over 100 years. Alterna Savings is committed to helping our more than 100,000 members achieve their financial dreams, while at the same time supporting vibrant, local communities. Alterna Savings offers a full suite of financial services online, by phone, by mobile and through a network of 24 branches. For more information please visit [www.alterna.ca](http://www.alterna.ca).

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