



Consumer Credit Counseling Service
of Maryland and Delaware, Inc.

FOR IMMEDIATE RELEASE

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Helping people help themselves through Education, Financial Counseling and Debt Repayment

FREE CONSUMER CREDIT COUNSELING SERVICE TO OPEN IN CLAYMONT ON JUNE 14

***Delaware's Financial Literacy Education Fund to Support
"Friends Don't Let Friends Drown in Debt" Awareness Campaign***

WHAT: The Delaware Financial Literacy Institute (DFLI), Consumer Credit Counseling Services of Maryland & Delaware, Inc. (CCCS), and the Claymont Community Center are pleased to announce the opening of a new consumer credit counseling office and the availability of a toll-free hotline supported by a grant from Delaware's Financial Literacy Education Fund. The \$100,000 grant, designed to finance a statewide, multi-media campaign called "*Friends Don't Let Friends Drown in Debt*," will help create awareness of the availability of this new consumer service as well as other DFLI initiatives designed to help Delawareans take charge of their finances.

Delaware residents who need help setting up a budget or with debt problems can now call **1-877-246-2026** (toll-free) to set up a free appointment with a certified CCCS credit counselor. Counseling sessions will take place at the Claymont Community Center.

WHEN: The program will launch with a ribbon-cutting ceremony on **June 14, 2011 at Noon** with a reception immediately following.

WHERE: **Claymont Community Center**, 3301 Green Street, Claymont, DE 19703-2062, Third Floor

WHO: Speaking at the event on behalf of the partnership: **Chris Favilla**, President, Discover Bank and President, Board of Directors, Delaware Financial Literacy Institute; **Jim Godfrey**, President/CEO of CCCS of MD & DE, Inc.; **Robert Glen**, Delaware State Banking Commissioner and **Tom Kovach**, President, New Castle County

Also attending: Andrew Dinsmore, Office of U.S. Senator Chris Coons; Erika Benner, Delaware State Deputy Treasurer; Ian McConnel, Director of the Consumer Protection and Fraud Division, Delaware Department of Justice; Debra Heffernan and Bryon Short, Delaware House of Representatives.

WHY: In October 2010, Governor Jack Markell officially launched the State's Financial Literacy Education Fund (FLEF) to support programs to increase financial and economic literacy among

youth and adults. The Delaware Financial Literacy Institute received a \$100,000 FLEF grant to create a statewide multi-media campaign making Delawareans aware of the importance of taking charge of their finances, spending less than they earn, saving early and often, controlling debt and avoiding fraud and predatory practices. The campaign, “Friends Don’t Let Friends Drown in Debt,” will focus on providing education to those facing decisions on debt, with specific emphasis on reaching out to the military, seniors and minority communities.

Funding for the FLEF grants was created from a fee charged to payday loan and other businesses which make short-term consumer loans and is administered by the Office of the State Bank Commissioner and the Secretary of State’s Office.

About the Delaware Financial Literacy Institute

The Delaware Financial Literacy Institute is a 501(c)(3) nonprofit organization whose mission is to help individuals—especially those of low to moderate income—become equipped with the tools they need to get their financial lives in order so that they can become self sufficient and enjoy financial well-being over time. The Money School, the signature program of the nonprofit Delaware Financial Literacy Institute, provides more than 600 free financial education classes annually statewide with over 125 volunteer instructors. DFLI’s From Purses to Portfolios is designed to encourage women to pursue on-going financial education in The Money School. For more information, please call 302.792.1200 or 800.267.5002 or visit their websites www.delawaremoneyschool.com or www.pursestoportfolios.com.

About Consumer Credit Counseling Service of Maryland & Delaware, Inc.

Consumer Credit Counseling Service of MD & DE, Inc. (CCCS) is an independently accredited 501(c)(3) nonprofit agency that has served the local community since 1966. CCCS is dedicated to helping individuals and families resolve their financial problems. CCCS promotes the wise use of credit through education, confidential budget and money management counseling, and HUD-approved housing counseling. All of its counselors are certified. Through its education and counseling efforts, CCCS helps thousands of Delaware residents each year. To learn more about what CCCS does, please call 800-642-2227 or visit www.cccs-inc.org. DE State License #07-01.

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