

National Black Church Initiative

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May 19, 2014
For Immediate Release

NBCI and TrustEgg Partnership Takes Off

Collaboration Promises One Million Savings Accounts to Secure Children's Future

Washington, DC – The National Black Church Initiative (NBCI), a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans, announced on May 19th, 2014 a ground-breaking strategic partnership to offer TrustEgg's expertise and resources to NBCI's nationwide membership base, helping **one million** children start savings accounts. This collaboration will leverage TrustEgg's financial resources to help bridge the socioeconomic divide affecting the black faith community, adding to the 125,000 families NBCI has already educated on financial literacy issues.

TrustEgg was officially launched in 2013, when Jeff Brice brought his vision of an easy-to-use savings solution for his niece's future to life, one that could be shared with the entire family. With the impact of social media TrustEgg's reach flourished, and Brice had created a revolutionary child savings product, leveraging the power of social networks such as Facebook and Twitter.

"This is a wonderful addition to NBCI's portfolio of financial wellness plans. Combining TrustEgg's expertise and tools with our 15.7 million-strong membership base opens new doors for the African American community" said Rev. Anthony Evans, NBCI President. "As a leader in housing and financial issues for the Black Church, we are in a strong position to convey the importance of savings, and TrustEgg's tools finally present this important resource in a way that speaks our congregants' language. We are thrilled to see the benefits this partnership will undoubtedly create."

African American families save substantially less over the course of their lives, risking the financial health of their children and themselves. According to the Brookings Institution, the median financial assets of African American households age 70 or older is about \$300 in financial assets compared to \$13,000 held by the median retired household nationwide.

Jeff Brice, CEO of TrustEgg has great hope for the partnership, saying “The NBCI child savings account initiative is going to show every family in the U.S. that saving for their children's future is both easy and important. TrustEgg as a tool to empower anyone independent of background and current wealth status, and we are excited to see this partnership change the national savings rate, helping start one million families on the path to financial security.”

Over the next few months, both organizations will work together through grassroots efforts to engage as much of the black faith community as possible, carrying the message that early financial planning delivers great rewards and creating over one million accounts for families and children. Following an upcoming launch event on June 19th, 2014 at the historic [Canaan Baptist Church](#) in Harlem, New York the partnership will engage families across America to start saving with TrustEgg to help ensure a bright future for all of their children.

About NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 African American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI’s mission is to provide critical wellness information to all of its members, congregants, churches and the public. The National Black Church Initiative’s methodology is utilizing faith and sound health science. The National Black Church Initiative's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting edge solutions to stubborn economic and social issues. NBCI’s programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work.

Website www.naltblackchurch.com.

About TrustEgg

TrustEgg is the simplest way to save for a child's future. TrustEgg enables anyone to create a Trust for their child in minutes for free with no minimums. The Trust can then be shared with friends and family. TrustEgg is a better savings option for the 70+ million children in the U.S.

Website <https://www.trustegg.com>

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