



## PRESS RELEASE

September 6, 2016

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### Springboard Announces Name Change to Credit.org

*Nonprofit Counseling Agency Makes Web Identity Its Public Face*

**Riverside, CA (September 6, 2016)** – Springboard Nonprofit Consumer Credit Management, Inc. announced it is changing its consumer facing brand name and will now be known as credit.org. The organization remains committed to its mission of empowering lives through financial education, and this name change more closely aligns the organization’s identity with its extensive and trusted customer centric online presence. The official name change became effective September 2, 2016.

As President and Chief Executive Officer Todd Emerson noted, “Our focus and dedication to providing quality, relevant and trustworthy financial education is unwavering. To both new consumers and those that have entrusted us over the years, the only change is in our name to credit.org.”

Springboard established the domain name of [credit.org](http://credit.org) in the early days of the Internet as a reliable and dependable source of relevant financial education, tools and resources, and this will be the first time the organization will be known by its exclusive web address. “In addition to our name change, we are also pleased to reveal our newly designed website and branding for [credit.org](http://credit.org),” Emerson said. “Our mission is to improve people’s lives, and the new credit.org site with a responsive design and easier navigation, whether accessing through a desktop, tablet or smart phone, will help us do that more effectively.”

Not only will [credit.org](http://credit.org) continue to deliver valuable information and services to its clients including credit, budget, debt management, and financial coaching services, [credit.org](http://credit.org) will also continue to support and offer the following services and sites:

- **Homeownership.org** – HUD-approved housing counseling to help consumers with foreclosure prevention, first-time homebuyer education, reverse mortgage counseling and more.
- **BKHelp.org** – for consumers seeking bankruptcy protection including pre-filing counseling and pre-discharge education.
- **StudentDebt.org** – a trusted resource for student loan guidance, offering assistance to a generation of student loan borrowers.

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#### SOCIAL MEDIA:



[facebook.com/CreditDotOrg](https://facebook.com/CreditDotOrg)



[twitter.com/CreditDotOrg](https://twitter.com/CreditDotOrg)



[credit.org/blog](https://credit.org/blog)

- **SpringboardSolutions.org** – industry-leading program administration services that emphasizes people, processes, and systems; and a government services provider.
- **SpringboardHousing.org** – improving the lives of those who need affordable housing accommodations, counseling and advice.

Throughout its 42 years, Springboard has received nationwide recognition in the financial education industry as a leader in delivering services to communities, working with State and Federal government agencies, and collaborating with key business and strategic partners. “We are all very excited about our name change to [credit.org](https://www.credit.org),” said Emerson. “As well, the Springboard name will proudly remain in our corporate family of social enterprise organizations.”

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## About Credit.org

Credit.org is a 501(c)(3) non-profit personal financial education and counseling organization founded in 1974 with the mission of improving the financial well-being of individuals and families. [Credit.org](https://www.credit.org) is a U.S. Department of Housing and Urban Development-approved housing counseling agency and a member of the Financial Counseling Association of America and the National Foundation for Credit Counseling, the nation’s longest serving non-profit financial counseling organization. The agency offers personal financial education and assistance in credit counseling, housing counseling, reverse mortgage, debt and money management, student loan counseling, pre-bankruptcy counseling and debtor education through educational programs and confidential coaching and is accredited by the Council on Accreditation, signifying the highest standards for agency governance, fiscal integrity, counselor certification and service delivery policies. Financial coaching and guidance is available by telephone or in-person at branch locations by appointment. For more information on [credit.org](https://www.credit.org), please call (800) 449-9818 or visit their web site at [www.credit.org](https://www.credit.org).