



Media Advisory

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CBA pledges participation in new campaign to fight elder financial fraud

DENVER – The Colorado Bankers Association (CBA) is joining the American Bankers Association Foundation in a new campaign – Safe Banking for Seniors – to provide America’s seniors and their caregivers with tools to prevent financial fraud. Safe Banking for Seniors will mobilize bankers across Colorado to educate older Americans and their caregivers about elder financial abuse.

“Bankers play a critical role in the prevention of elder financial fraud from spotting signs of abuse to raising awareness,” said Colorado Bankers Association President and CEO Don Childears. “We are delighted to be joining the American Bankers Association Foundation in an effort to fight financial abuse of seniors.”

In January 2016, the ABA Foundation and CBA will provide bankers with event materials, lesson plans, media outreach tools and best practices. Bankers will be encouraged to bolster their outreach to seniors and financial caregivers in their communities throughout the year. To receive new materials and program updates as they are released, bankers can sign up at aba.com/seniors.

“Our goal with this campaign is to arm bankers and their customers with the tools they need to fight fraud,” said Corey Carlisle, senior vice president, ABA Foundation. “We will be encouraging bankers to team up with other organizations and agencies in their communities to reach the greatest number of consumers possible.”

For more information about the campaign, visit aba.com/seniors.

About the Colorado Bankers Association

The Colorado Bankers Association represents more than 90 percent of the 148 banks in Colorado, which have \$126 billion in assets, 1,600 branches, and 23,000 proud professionals. CBA advocates for Colorado banks of all sizes and charter types before governmental bodies and the public to continually promote and improve the banking industry amid challenge and a changing environment. CBA proactively seeks to increase benefits for bank customers, improve value for shareholders, and grow a stronger business climate for banks and our local economies. CBA supplements its effective advocacy with superior industry-specific information and education for bankers, and various high-quality products and services. CBA focuses on creating a stronger economy and helping Coloradans realize dreams by building better banks.