

## Truebridge Launches New Financial Education and Cyber Security Services



FOR IMMEDIATE RELEASE

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**Boston, Mass., May 17, 2017** – Truebridge Integrated Content Marketing, an industry leader in providing consumer financial education content for financial institutions, is excited to announce the launch of its new MoneyWise and CyberSmart services for all bank and credit union clients. Over the past 15 years, Truebridge has worked diligently to improve consumer access of sound financial education resources while working with financial institutions to turn transactional customer relationships into advisory ones.

“MoneyWise really represents the next step in the financial education content revolution,” said Stewart Rose, president of Truebridge. “Trends tell us that consumers want their financial institutions to meet them where they are with the right content needs. MoneyWise moves content in that very direction.”

**MoneyWise** – Educational content that sells. Banks and credit unions now have the capability of easily tapping into content resources that will enhance their cross sales and distribute financial education content through educational tips, e-newsletters, social postings and customized email content.

**CyberSmart** – Educational content that protects. Addressing the financial industry’s need to approach the cyber security issue from the outside in. Through educational content geared toward staff members and consumers, CyberSmart gives banks and credit unions actionable content that helps them better educate their staff and consumers on cyber risks and how to stay safe online. “With the exponential ramp up in cyber crime, education about how to avoid mistakes that could cost the bank and their customers is paramount to future success. CyberSmart is the tool that helps our clients accomplish that goal,” Stewart Rose said.

With the launch of MoneyWise and CyberSmart, Truebridge has positioned itself again as the leader in financial education content marketing. For more information about MoneyWise or CyberSmart or to request a demonstration of the service, visit [www.truebridge.com](http://www.truebridge.com).

*About Truebridge ([www.truebridge.com](http://www.truebridge.com))*

*Truebridge Integrated Content Marketing is a leader in the consumer financial education content industry. For over 15 years, Truebridge has helped banks and credit unions better connect with their consumers through content and responsible cross-selling. Truebridge maintains over 150 client relationships through their financial education content platform.*