



CONTACT:
Savannah Cruz
813.644.7443
pr@bkncreative.com

FOR IMMEDIATE RELEASE

December 2023

GTE FINANCIAL EARNS GOLD BY AMERICAN HEART ASSOCIATION FOR BUILDING CULTURE OF HEALTH AND WELL-BEING

TAMPA, FL, December 2023: The American Heart Association, a global force for healthier lives for all, has awarded GTE Financial a national Gold level recognition for its commitment to employee health and well-being as measured in the Association's 2023 Workforce Well-being Scorecard™.

"At GTE Financial, our employees come first. The American Heart Association's Workforce Well-being Scorecard helps us stay on top of the latest advancements in workforce health and well-being so we can create the best environment possible for our people and business," said Jasiel Legon, Senior Vice President and Chief Talent Officer at GTE Financial. "We are dedicated to building a culture that helps everyone thrive, both in and out of the workplace."

This is the seventh consecutive year GTE Financial has received this recognition and the sixth earning the Gold recognition as one of the largest locally owned and operated financial institutions in Tampa Bay. The credit union fully supports its employees on their wellness journeys by providing various ways to get involved, including an on-site gym and ¼ mile outdoor fitness track at headquarters, a monthly wellness allowance for all employees, ongoing wellness education, engagement activities, and more.

The Scorecard brings together industry experts' latest research and insights to help business leaders build a science-backed, employee-centric culture of health and well-being. The tool allows employers to evaluate how their policies and procedures compare to leading best practices in mental health support, addressing burnout, financial well-being, health equity considerations, and more.

Companies that complete the Scorecard receive recognition based on their alignment with established guidance, actionable strategies to support improvement, and a dashboard to benchmark their progress against peer organizations. To learn more and view the complete list of recognized organizations, visit heart.org/workforce.

About the American Heart Association's Workforce Well-being Scorecard™

The American Heart Association's new Workforce Well-being Scorecard is designed to help employers evaluate the culture of health and well-being within their workforces to identify gaps and determine how their progress stacks up to peer organizations. Studies have shown that workforce health and well-being programs that are well-designed, fully implemented, and rigorously evaluated can lead to better employee health, productivity, and retention. To learn more, [visit heart.org/en/healthy-living/company-collaboration/well-being-works-better](https://heart.org/en/healthy-living/company-collaboration/well-being-works-better)

About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with \$2.9 billion in assets and 24 Community Financial Centers. Chartered in 1935, GTE Financial is the official credit union of the Tampa Bay Lightning and is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. For more information on GTE Financial, visit gtefinancial.org.

For more information, interviews, or media requests, please call (813) 644-7443 or email Savannah Cruz at pr@bkncreative.com.

###