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GTE FINANCIAL LAUNCHES STUDENT PERKS PROGRAM TO OFFER REWARDS TO YOUNG MEMBERS

TAMPA, FL, August 2024: GTE Financial is happy to launch its new Student Perks program for members 16 and up. Student Perks is a free rewards program that helps students save more, earn money and efficiently manage their accounts. The rewards program also offers Go Points for Student Perks, which young members can redeem for cash back and more.

“At GTE Financial, we’re excited to launch Student Perks, a rewards program designed to guide young members on their journey to financial independence. By integrating rewards for academic achievements, high school graduation, and even birthdays, we are not just recognizing their milestones but also fueling their growth in saving, spending, and borrowing responsibly,” says Jennifer Maxfield Senior Vice President, Chief Marketing & Impact Officer. “It’s not just about managing money; it’s about empowering our youth to thrive and be rewarded for their achievements. At GTE Financial, we believe in investing in the future by making sure young adults are not only set up for success but celebrated for it.”

The credit union’s Student Perks program offers several other incentives including getting paid for their academic dedication. Students can earn \$20 in free Go Points each semester by submitting their grades in Spring and Summer. High school, home-schooled and college graduates who have A’s and B’s and have a 3.0 GPA or higher are eligible. Similarly, Go Points are awarded to students who submit their high school transcripts or diploma as well as birthday incentives for members turning 13 or 18.

In addition to incentives, GTE also hosts free financial education workshops for young adults looking to get their finances set up and running smoothly. They also have online learning tools built for kids, teens and adults designed to inform members about healthy financial habits and more. To learn more about Student Perks, please visit gtefinancial.org/studentperks.

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.

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