



Consumer Credit Counseling Service
of Maryland and Delaware, Inc.

FOR IMMEDIATE RELEASE
March 20, 2011

Contact:
2011 *Roll in the Dough* Chair
Jim Harris, Director of Education
CCCS of MD & DE, Inc.
410-747-2050; jharris@cccs-inc

Helping people help themselves through Education, Financial Counseling and Debt Repayment

5TH ANNUAL ROLL IN THE DOUGH CAMPAIGN EXPECTS TO GENERATE MILLIONS IN NEW SAVINGS DEPOSITS

Baltimore, MD (March 20, 2011) – Continuing its commitment to promote good savings habits even in tough economic times, Maryland Saves' 2011 *Roll in the Dough* campaign enters its 5th year with several sponsoring financial institutions from Maryland and the District of Columbia. This year's campaign runs from March 28 through April 12, 2011. During that time, local consumers are encouraged to visit participating banks and credit unions to open or add to traditional savings accounts or new savings vehicles, such as CDs, money market accounts, or IRAs.

Marylanders who participate in the two-week *Roll in the Dough* event can fill out a voucher at one of the sponsoring locations and take part in a random drawing to win: **This year's Grand Prize -- a \$1,000 one-year Certificate of Deposit!**

This year's sponsoring locations for *Roll in the Dough* are:

The Columbia Bank - 1-888-822-2265

fedChoice Federal Credit Union - 301-699-6151

Slavie Federal Savings Bank - 443-265-5555 / 410-444-5555

College Savings Plan of Maryland - 1-888-463-4723

Consumers can call any of the sponsors listed above to enroll in the program or learn about a *Roll in the Dough* location convenient to them.

Maryland Saves is a statewide campaign designed to encourage individuals and families to build wealth through savings and financial literacy. As part of America Saves, the program relies on a coalition of nonprofit community

organizations, employers, government agencies, financial institutions, and faith-based groups to offer free services, resources, and educational workshops to help people gain financial skills and awareness. Anyone can enroll in the program and become a Maryland Saver.

Institutional membership and supporters in the Maryland Saves program has continued to grow the first few months of 2011 and currently also includes: M&T Bank, Howard Bank, MECU, The Maryland Coalition for Financial Literacy, Aberdeen Proving Ground Federal Credit Union, Baltimore Association Leaders of Churches, Mt. Lebanon Baptist Church, Associated Black Charities of Maryland, Maryland Council on Economic Education, Maryland Cash Campaign, Maryland/DC Credit Union Association, the Federal Deposit Insurance Corporation, University of Maryland Cooperative Extension, Office of the Attorney General, and James McCollum, Attorney-At-Law.

In 2011 Jim Harris took over as Maryland Saves Chair from Joan Lok, who had supervised the program since its inception. Harris notes that during its 5-year history the program has increased dramatically in size. He recalls: "It was exciting when our first campaign in 2007 generated over \$2 million in new deposits. Then in 2008 we saw an amazing 267% increase in new deposits over the prior year, totaling \$5.6 million. In 2009 we nearly doubled again to \$9.9 million in new deposits, thanks to over 4,000 participating consumers. It is extremely encouraging that more and more Americans are finding ways to save. Despite the slow economy, we look forward to tremendous growth as our community support continues to expand."

Maryland Saves Assistant Chair Barbara Sumney agrees and emphasizes that *Roll in the Dough* is one of several community projects the organization plans. "We want to grow beyond a two-week event and emphasize the value of saving throughout the year. Once local residents are given the necessary financial knowledge and tools, even those with limited incomes can become more financially secure."

Contact:

2011 *Roll in the Dough* Campaign Chair

410-747-2050; jharris@cccs-inc.org

Jim Harris, Education Director, CCCS of MD & DE, Inc.

For information about America Saves, visit: www.americasaves.org