



FOR IMMEDIATE RELEASE
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***AS WISCONSIN EMPLOYERS INCREASE HIRING, SMALL
BUSINESSES ARE JOINING STATEWIDE EFFORT TO HELP
WORKERS BUILD EMERGENCY SAVINGS***

*More Than 70 Employers Are Actively Promoting Saving Automatically for
Emergencies*

Washington, D.C. — Seventy-one small to mid-size employers in Wisconsin, representing approximately 7,500 employees, are now actively promoting and encouraging saving automatically through split deposit to their employees. Recognizing many individuals were not fully prepared for the lasting economic impacts of the COVID-19 pandemic, these employers have joined a new statewide effort to help more Wisconsin workers save automatically and successfully through their paycheck. **Wisconsin Saves** focuses on the role of small to mid-size employers in promoting the ease and benefits of saving automatically for emergencies to their employees.

This effort is led by [Wisconsin State Treasurer](#) Sarah Godlewski; [Wisconsin Department of Financial Institutions \(DFI\)](#) Secretary Kathy Blumenfeld; President and CEO of the [Wisconsin Bankers Association](#) Rose Oswald Poels; [Wisconsin Women's Business Initiative Corporation \(WWBIC\)](#) President Wendy Baumann; and [America Saves](#), the leading national campaign in promoting savings.

The 71 employers are: *Aloekui Handmade Soap* ■ *Ancor Flexibles North America, Inc.* ■ *Apple Tree Educational Svc LLC* ■ *AppleTree Credit Union* ■ *Badger Globe Credit Union* ■ *Beaver Dam Chamber of Commerce* ■ *Bierock* ■ *BSI* ■ *City of Mayville* ■ *Class A Cleaning* ■ *Community First Credit Union* ■ *Dairy State Bank* ■ *Dane County Credit Union* ■ *DCC* ■ *Don Johnson Motors* ■ *Edmund Mitchell Corporation* ■ *en.courage Nutrition* ■ *Evergreen Credit Union* ■ *F&M Bank – Kendall* ■ *First Community Bank* ■ *Fond du Lac Credit Union* ■ *Food is Fuel LLC* ■ *Fort Community Credit Union* ■ *Fox Cities Chamber of Commerce* ■ *GreenLeaf Bank* ■ *Heartland Credit Union* ■ *Hometown Pharmacy* ■ *Horizon Electric Company* ■ *Hurley Burish, S.C.* ■ *Kathy's 2nd Chance Plants* ■ *Lawrence University* ■ *Lee Hemp Farm, LLC* ■ *Los Parbulitos Daycare* ■ *MACHA* ■ *Madison Development Corporation* ■ *Marquette County* ■ *Mound City Bank* ■ *Mount Horeb Area School District* ■ *North Shore Fire Department* ■ *Office of the Wisconsin State Treasurer* ■ *PCM Credit Union* ■ *Port Washington State Bank* ■ *Ripco Credit Union* ■ *Royal Credit Union* ■ *School District of Bayfield*

■ *School District of North Fond du Lac* ■ *Schuk Law, LLC* ■ *Specialty Coating Systems, Inc.* ■ *Summit Credit Union* ■ *TechLogix Network* ■ *The Galleria of Tile* ■ *The Human Service Center* ■ *The QTI Group* ■ *The Stephenson National Bank & Trust* ■ *The Wisconsin Credit Union League* ■ *Town of Grand Chute* ■ *Train Up a Child Learning Center, LLC* ■ *UnitedOne Credit Union* ■ *Vesta Memory Care* ■ *Veterans Outreach of Wisconsin* ■ *Village of Frederic* ■ *Village of Saukville* ■ *Waukesha County Business Alliance, Inc.* ■ *Westbury Bank* ■ *Westby Coop Credit Union* ■ *WICPA* ■ *WiLS* ■ *Wisconsin Bankers Association* ■ *Wisconsin Department of Financial Institutions* ■ *Wisconsin LGBT Chamber of Commerce* ■ *Wisconsin Women’s Business Initiative Corporation.*

“We know that employers can serve as a powerful source of information for their workers. These organizations are demonstrating their commitment to the financial wellbeing of their employees, and we are hopeful that it will help more Wisconsinites be prepared for unexpected expenses,” Baumann said.

Employers can sign up to participate in the Wisconsin Saves Automatic Saving Initiative at autosave.wisconsinsaves.org.

This initiative is made possible through the generous support of Synchrony Bank.

America Saves is a campaign managed by the nonprofit Consumer Federation of America and is dedicated to helping people save money, reduce debt and build wealth. Learn more at americasaves.org.

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