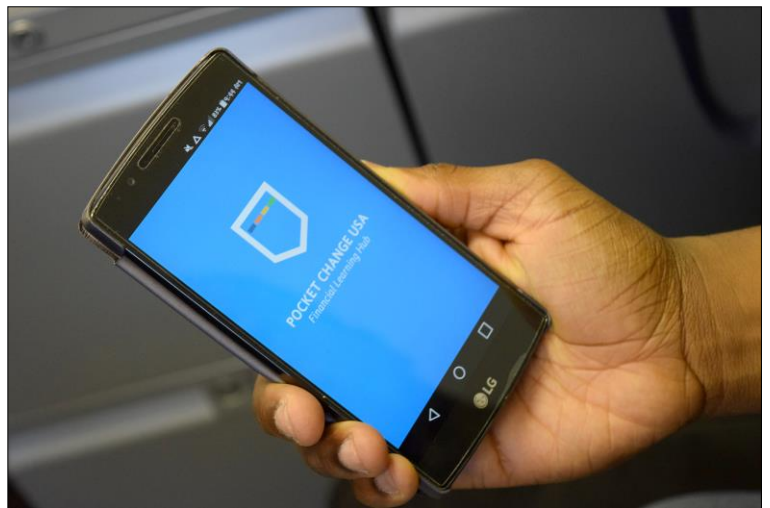




## **Pocket Change USA Financial Learning Hub Wins National Award** **Transformance's App Nabs Silver for *Best Use of Mobile Learning***

DALLAS, TEXAS (Sept. 15, 2016) – [Pocket Change USA](#), Transformance's mobile app and online learning platform, has garnered a national award from the prestigious Brandon Hall Group Human Capital Management (HCA) Excellence Awards. Often referred to as the "Academy Awards" of the educational learning industry, the HCA Excellence Awards recognize organizations that employ educational programs, strategies and cutting-edge technologies that produce measureable results. Pocket Change USA won Silver in the *Best Use of Mobile Learning* category.

The Pocket Change USA app, version 1.0, is designed to allow consumers to account for their personal finances while they learn, play, plan and connect. Using the four categories, the app's features are interactive, gamified and outcome-driven. In addition, the app provides users with 24/7 accessibility to Transformance's financial literacy and educational resources by connecting to financial coaches, all delivered right to the user's fingertips.



The timing of the award recognition is particularly special, considering that Transformance will be introducing Pocket Change USA to a national audience at the annual [FinCon Media Conference & Expo](#) on Sept. 21-24 in San Diego, California. The FinCon Expo is the world's largest financial content expo, whose purpose is to connect millions of people with positive messages on money management. Brandon Fitzgerald, Transformance's director of business development, will present the financial education nonprofit's new smartphone app as part of the FinTech competition. The keynote speaker of the conference is Clark Howard, nationally renowned best-selling author, radio host and consumer expert advocate. Other featured speakers include NBC Today Show financial editor Jean Chatzky; J.D. Roth, founder of Get Rich Slowly; and Liz Weston, columnist for NerdWallet.

"Connecting with those who need our services the most is a perennial challenge made more complex with the rapid changes in technology available to the public," stated Fitzgerald. "Though these financial literacy challenges are familiar, people experience them, talk about them and solve them in different ways than they did even 10 years ago. Attendees of the FinCon Expo are also in the trenches working to make a difference, and they are finding novel ways to leverage technology and communication in order to engage those who need assistance."

Following the FinCon Expo, Transformance president and CEO Ken Goodgames will be an invited speaker at the National Foundation for Credit Counseling (NFCC) annual conference in Washington, D.C. Both Goodgames and Fitzgerald will have the opportunity to bring awareness to Transformance and Pocket Change USA on a national stage.

"I am humbled and excited to have the opportunity to highlight Pocket Change USA at the upcoming NFCC conference in Washington, D.C.," said Goodgames. "My hope is that it will encourage greater support the work we do at Transformance and hopefully drive people to download the app for use as a part of their daily lives. Pocket Change USA is about taking personal financial literacy and coaching to the next level of consciousness for our target audience."

For more information, please visit [www.pocketchangeusa.org](http://www.pocketchangeusa.org).

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#### **About Transformance Inc.**

In 2015, the agency will have delivered more than 125,000 consumer interactions through financial coaching, outreach and education. In 2016, the agency expects to serve up to 1 million low and moderate income families with transformative financial learning solutions accessible online and through a new mobile app.

Since its founding in 1974 as Consumer Credit Counseling Service of Greater Dallas, the agency has empowered clients to overcome adversity and attain their financial goals. Services include credit/budget counseling, financial education, housing counseling, individual debt management and bankruptcy counseling. Transformance provides the following programs and services:

- Provides a national nonprofit resource dedicated to confidential and professional counseling to assist financially distressed or economically vulnerable families
- Develops and fosters community educational programs on family money management, budgeting and the wise use of money and credit
- Develops and maintains a positive working relationship with the credit community, employee assistance programs, professional counselors and community-based social service agencies
- Provides opportunities for economic empowerment of low and moderate income families and with a particular focus on at-risk communities such as seniors, military families, veterans, communities of color and single, female-headed households
- Enables good financial knowledge early in life through its focus on education of students (K -12) and their parents through agency strategic partnerships

Transformance Inc., is a 501(c)(3) nonprofit founded in 1974, and is a United Way Service Provider as well as a HUD-approved multistate housing counseling and education organization. The agency is formally accredited every four years by the Council on Accreditation for Children and Families (COA) to ensure compliance with top industry standards and best practices. The agency has its headquarters in Dallas, Texas, with satellite offices in Arlington; Austin; Amarillo and Ardmore, Oklahoma.

To read more about Transformance Inc., or for an annual report, visit <http://www.transformanceusa.org>.

#### **Transformance Media Contact:**

Jeffrey Cheatham  
Senior Account Manager  
TrizCom PR  
Office: 972-247-1369  
Mobile: 972-961-6171  
[jeffc@trizcom.com](mailto:jeffc@trizcom.com)