



**FOR IMMEDIATE RELEASE**

## **LifeCents Partners with BayPort Credit Union to Launch Financial Wellness App**

### **Incentive Includes \$50,000 Debt Paydown Sweepstakes**

**WASHINGTON D.C., April 09, 2019** – LifeCents, a proprietary wellness platform that empowers people to improve their financial health and well-being, today announced the company is partnering with BayPort Credit Union to offer SmartCents, a custom version of the LifeCents app. The companies are launching a joint initiative using AI and gamification to help BayPort’s 140,000 members discover the mindset of their finances with a \$50,000 Debt Paydown Sweepstakes to drive user engagement.

“We are thrilled to collaborate with BayPort Credit Union and to use our financial wellness technology for such a meaningful and impactful education initiative,” said Blake Allison, Founder, and CEO of LifeCents. “This is the kind of program that will have a profound and positive impact on many people’s lives and the local community.”

SmartCents uses LifeCents’ proprietary wellness technology to create highly personalized and interactive learning experiences for BayPort Credit Union’s members. By learning more about each user’s financial habits, their confidence with making financial decisions, and their financial priorities, SmartCents connects BayPort members to the educational workshops, financial coaching, and suggested learning paths of most value to them. This innovative approach leads to better financial health outcomes for each participant.

“At BayPort, our primary focus has always been centered on people helping people – that same philosophy drives LifeCents,” said Jim Mears, chief executive officer for BayPort Credit Union. “In working with LifeCents to launch SmartCents, BayPort’s financial education capabilities have been enhanced even further and enables us to better improve the financial health of our members, their families, and our community—whether that is achieved directly with our members or supporting financial literacy in schools.”

One lucky member will receive up to \$25,000 towards their debt, and 25 members will receive up to \$1,000. BayPort members who register for SmartCents and complete the “Welcome” Badge will automatically be entered into the \$50,000 Debt Paydown Sweepstakes. BayPort members can earn up to four additional entries in the sweepstakes for each activity completed from the “Habits Discovery” Badges. Official rules, instructions and details can be found on the [BayPort website](#).

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**About LifeCents**

LifeCents is a wellness platform that empowers people to acquire the knowledge, build the habits and gain the confidence they need to make smarter every day decisions. Our clients and partnerships include Fortune 500 companies, financial service providers, government agencies, nonprofits and employers. For more information on LifeCents, visit [www.lifecents.com](http://www.lifecents.com).

**About BayPort**

With total assets of \$1.6 billion, BayPort is a member-owned, full-service financial institution. Founded in 1928, today it is rated a Superior 5-Star credit union by Bauer Financial and services more than 140,000 individuals and businesses with 24 branch locations in the Virginia Peninsula and Southside communities. Visit us at [www.bayportcu.org](http://www.bayportcu.org).

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