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## **Frost Bank Promotes Savings to Families Served by Metrocrest Services**

*Farmers Branch, Texas – April 27, 2016* - A partnership between Frost Bank and nonprofit Metrocrest Services features bright blue piggy banks and encourages low-income families to save. Individuals participating in financial stability programs provided by Metrocrest Services are eligible to participate.

“The goal is for the participating families to set aside \$5 a week,” explained Josephus Howard, Frost Bank Vice President. “When the piggy bank contents reach \$100, the families can bring it in to the Frost Bank on Belt Line in Carrollton, and we’ll set up a no-fee savings account for them and contribute a monetary incentive of \$20 towards the savings – a small reward to help encourage the families to save.”

“We coach so many who struggle to save money and build their assets,” added Camilla Zimbal, Metrocrest Services Senior Director of Financial Stability. “Having even a small cushion of savings can help an individual be prepared, and hopefully avoid, future financial crises.”

Metrocrest Services is a 501(c)(3) nonprofit providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. For more information on services available to residents of Carrollton, Farmers Branch, Coppell, Addison, and the city of Dallas in Denton County, visit [www.metrocrestservices.org](http://www.metrocrestservices.org) or call 972-446-2100.

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*Serving Carrollton, Farmers Branch, Addison, Coppell, and city of Dallas in Denton County*