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ClearPoint Launches Social Media Repay Debt Campaign

January 13, 2009, Richmond, Virginia – Falling home prices, rising unemployment and a tight credit market have made the already heavy burden of consumer debt more difficult to bear. Still, many people have trouble reading warning signs. “We know that the earlier a consumer seeks the advice of a credit counselor, the greater chance we have of helping them get their credit card debt under control,” said Chris Honenberger, President and CEO of ClearPoint Credit Counseling Solutions. This January, ClearPoint launched a social media campaign at www.repaydebt.org that it hopes will provoke people into taking earlier action to improve their financial situation.

“Debt is stressful, but many people aren’t comfortable talking about it. Our goal is to encourage people to express how they feel, and enter into a conversation with us through our message board,” said Honenberger. “People need to know that they are not alone. Millions of consumers are struggling to pay down debt. You can read and hear some of their stories at www.repaydebt.org.”

Public service announcements featuring *Laurie*, a ClearPoint client who sought credit counseling to help her pay down thousands in credit card debt, will run until mid-May in thousands of buses in 14 major urban centers, including Portland, Seattle, Chicago, St. Louis, Raleigh, Charlotte, Memphis, Nashville, Washington, Richmond, Newark, Philadelphia, Manhattan and Boston. The announcements direct consumers to a blog and message board hosted on www.repaydebt.org.

“Our message is simple,” said Honenberger. “If you are up late at night worrying about debt, or are afraid to answer your phone, we encourage you to talk to a credit counselor. It won’t cost you a thing, and you will walk away with a clearer picture of your financial situation and tips on how you can budget your money better to pay down debt.”

ClearPoint Credit Counseling Solutions, Inc.™ is the trade name of ClearPoint Financial Solutions, a national 501c3 nonprofit consumer credit counseling agency headquartered in Richmond, Virginia. ClearPoint is a system-wide member of the Better Business Bureau (BBB), a member of the National Foundation for Credit Counseling (NFCC) and a National Intermediary of the U.S. Department of Housing and Urban Development. ClearPoint’s mission is consumer health through financial education. Visit www.ClearPointCCS.org or call 877-465-2227.

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