



## FOR IMMEDIATE RELEASE

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### **CCCS Announces Carol Nichols as Inaugural *Financial Literacy Champion* at Purses with a Purpose Event *Nichols to be recognized for dedication to financial education in the Dallas community and beyond***

**DALLAS, August 19, 2014** – A solid foundation built on financial education often means the difference between success and failure for low and moderate income women. **Consumer Credit Counseling Service of Greater Dallas (CCCS)** has recognized that essential foundation by announcing **Carol Nichols**, regional commercial executive, commercial banking for **Capital One Bank**, as the inaugural recipient of the ***Financial Literacy Champion Award***. Nichols will be recognized for her dedication to financial empowerment for women at the 5<sup>th</sup> Annual Purses with a Purpose Luncheon on **October 15, 2014**, at the Frontiers of Flight Museum in Dallas.

“We are delighted to recognize Carol for her longtime dedication to financial literacy education, and especially for her commitment to programs which support and educate women,” said Laura Estrada, chair of 2014 Purses with a Purpose and CCCS Board Member.

Nichols is responsible for a team of Capital One Bank commercial bankers who meet the financial needs of corporate and middle-market companies headquartered in the DFW Metroplex. She has been involved in the Dallas community as a board member to the Dallas Regional Chamber, member of the Chamber’s Executive Women’s Roundtable, the Texas Horse Park Foundation Board, Co-Founder of Texas Women Ventures, Golden Seeds, The Board Connection, and is a sustaining member of the Junior League of Dallas. In addition, Nichols is a graduate of Leadership Dallas, Leadership Texas and has been a mentor and advisor to the international business women of the “World Affairs Council.”

**Michelle Singletary**, author, radio personality and personal finance columnist with *The Washington Post*, will be the featured keynote speaker at the event. In addition, **Susan Keating**, President and CEO for the National Foundation for Credit Counseling (NFCC), will help present the *Financial Literacy Champion Award*.

**Bank of Texas** is the Presenting Sponsor for Purses with a Purpose and **AdvoCare International, LP** is the sponsor for the inaugural *Financial Literacy Champion Award*.

The proceeds from Purses with a Purpose will benefit low and moderate-income women by ensuring access to free financial education and counseling. To purchase tickets and to learn more about Purses with a Purpose, please visit [www.cccspurses.net](http://www.cccspurses.net) or contact Liz Grindele at [lgrindele@cccs.net](mailto:lgrindele@cccs.net) or 214-540-6880.

#### **About CCCS of Greater Dallas**

Consumer Credit Counseling Service of Greater Dallas, Inc. is a nonprofit, community-based credit counseling and debt management service. Established in 1974, CCCS of Greater Dallas and its affiliate offices provide financial education and counseling to consumers in-person, by phone, or internet at four locations across two states. CCCS is a HUD-approved housing counseling multi-state organization and serves as one of the seven counseling agencies supporting the 888-995-HOPE Hotline. CCCS is a proud service partner of the United Way or Metropolitan Dallas. The agency is also a member of the National Foundation for Credit Counseling (NFCC), the nation’s largest and longest serving national nonprofit credit counseling network. To learn more about CCCS’ free seminars or the agency’s services, call 800-249-2227, visit [www.cccs.net](http://www.cccs.net) or become a fan of CCCS on [Facebook](https://www.facebook.com/cccs) to receive updates on agency events and offerings.

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