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Go Direct Marks One Millionth Direct Deposit Milestone

U.S. Treasury's campaign encourages seniors and other federal benefit check recipients to switch to safer, easier direct deposit

Washington, D.C. – (June 11, 2007) The U.S. Department of the Treasury's **Go Direct** campaign today announced that one million – and counting – seniors and other federal benefit check recipients have now switched to direct deposit. The milestone, achieved after two years of campaign activity and help from partner organizations, represents a giant step forward in protecting America's federal beneficiaries from fraud and identity theft, and giving them greater control over their money.

"More than just a number, one million direct deposit conversions are a sign that our **Go Direct** message is taking hold and making a positive difference in the lives of people who rely on Social Security," said Kenneth R. Papaj, Commissioner of Treasury's Financial Management Service. "We are especially grateful for the help and dedication of our nearly 700 financial institution partners – it's their commitment to the campaign that has helped make this impressive achievement possible."

Go Direct is a national campaign to motivate Social Security, Supplemental Security Income (SSI) and other federal benefit recipients to use direct deposit. The campaign champions Treasury's longstanding efforts to shift from paper payments to the safer, easier and more secure option of direct deposit. **Go Direct** reaches out to federal benefit recipients through people and organizations they know and trust – such as tellers at financial institutions – to inform them about the benefits of direct deposit and to help them sign up for it.

Go Direct makes switching to direct deposit easy with a toll-free helpline – (800) 333-1795 – and online enrollment for individuals and institutions at GoDirect.org. The campaign also makes it easy for banks and credit unions to get involved, with turn-key training, programming ideas and materials.

"Financial institutions that partner with **Go Direct** have a unique opportunity to demonstrate goodwill to their communities and drive significant savings to their bottom line," said Cary Whaley, Associate Director Payments and Technology Policy with the Independent Community Bankers of America. "It's no surprise to us that the campaign has gained such significant momentum... **Go Direct** is a win-win for everyone: financial institutions, businesses and, especially, consumers."

About Go Direct

Go Direct has established Web sites, www.GoDirect.org (English) and www.DirectoASuCuenta.rog (Spanish), where people and organizations can learn more about the campaign and the benefits of direct deposit, as well as sign up online for direct deposit of federal benefits. The campaign also has toll-free numbers to help people sign up for direct deposit right over the telephone: (800) 333-1795 (English) and (800) 333-1792 (Spanish).

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