



**ELEVATE TO HOST INDUSTRY INNOVATION PANEL AT EMERGE – THE FORUM ON CONSUMER FINANCIAL SERVICES INNOVATION**

FORT WORTH, Texas – June 4, 2014 – [Elevate](#), a company that develops innovative online credit solutions, today announced that it will sponsor and host a session at *EMERGE: The Forum on Consumer Financial Services Innovation* on Thursday, June 5, at the Hyatt Regency Century Plaza in Los Angeles, CA.

The Industry Innovation session, entitled “Finding Common Ground - An Open and Robust Discussion about Non-Bank Financial Services,” will foster a productive discussion between industry professionals and public interest groups. Moderated by Dr. Lisa Servon, Professor of Urban Policy at The Milano School of International Affairs, Management, and Urban Policy, and a keynote speaker at EMERGE, this group of leaders will work to move the small-dollar lending debate forward by finding common ground in order to identify practical solutions that are better for borrowers and viable for lenders. Panelists include:

- Ken Rees, Chief Executive Officer, Elevate
- Beth Brockland, Director, Compass Principles, CFSI
- Joseph Coleman, President, RiteCheck
- Alex Horowitz, Research Manager, The Pew Charitable Trusts

“While there are different points of view regarding how to best address the needs of Americans not well served by traditional financial services, there are also many areas that present an opportunity to find common ground, and that’s where we aim to focus.” said Ken Rees, CEO, Elevate. “Collaborative conversation with all sides of the consumer finance debate is the first step, and we are looking forward to sparking further ideas and fostering ongoing discussions.”

Now in its ninth year, *EMERGE: The Forum on Consumer Financial Services Innovation* – known previously as The Underbanked Financial Services Forum – is an annual event that draws hundreds of leading players from every sector in the financial services industry to network, generate new ideas, and advance innovations in the financially underserved market. EMERGE replaces “underbanked” with a renewed focus on improving consumers’ financial health, advancing the industry’s efforts to develop new terms and a richer understanding of these consumers’ complex needs and particular challenges in improving their habits of borrowing, spending, saving, and planning for the future. For more information on the event and on Elevate’s Industry Innovation session, visit

[http://www.americanbanker.com/conferences/1\\_48/finding-common-ground-an-open-and-robust-discussion-1067360-1.html](http://www.americanbanker.com/conferences/1_48/finding-common-ground-an-open-and-robust-discussion-1067360-1.html)

**About Elevate**

Elevate's innovative online credit solutions provide immediate relief to customers today and help them build a brighter financial future. The company's products are more responsible and transparent and cost less than the alternatives available to the millions of consumers not well served by traditional credit providers. Elevate is committed to rewarding borrowers' good financial behavior with features like lower interest rates, free financial training, and free credit monitoring.

The company's suite of groundbreaking credit products includes *RISE*, Sunny, and Elastic. Elevate is privately held and is backed by respected Silicon Valley venture capital firms including Sequoia Capital and Technology Crossover Ventures.

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