



## **NEWS**

### ***For Immediate Release***

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## **Novadebt Changes Name to Navicore Solutions & Unveils New Logo**

**Freehold, NJ; October 21, 2014** - Novadebt, a leader in the field of nonprofit financial counseling, announced today the organization will begin operating under a new trade name effective October 31<sup>st</sup> and will be known as Navicore Solutions.

“Navicore Solutions reflects the expansion of our service portfolio of compassionate counseling solutions and conveys our mission of helping people navigate life’s challenges, which is at the core of everything we do,” said Chief Operating Officer, Jill Feldman. “We are focused on diversifying our program and service offerings beyond financial counseling to new markets that include family services and health and wellness.” Ms. Feldman added, “We remain deeply committed to providing the highest quality financial counseling and to developing new financial education initiatives in response to the changing needs of American consumers, which have been the cornerstone of our organization since 1991.”

Ms. Feldman said, “We will also continue to focus on the development of our national student loan counseling program, which has experienced significant growth since it launched in 2013, and we are equally excited about innovative contact center and counseling initiatives that are in the early stages of development.” Effective October 31<sup>st</sup>, the organization will bring all of its counseling and contact center programs and services under the Navicore Solutions brand.



In addition to its new name, the organization unveiled a new logo. Ms. Feldman said, “The logo symbolizes the feeling of accomplishment our clients express when they achieve their goals. As a nonprofit organization, it means everything to us when we help a client become debt-free, keep their home and in many cases, simply take that important first step toward financial

stability. That's why our counselors and staff are so passionate about their work and the individuals and families they help every day."

***About Navicore Solutions:***

Founded in 1991, Navicore Solutions is one of the largest nonprofit counseling and financial education providers in the United States. Navicore Solutions provides compassionate counseling solutions to consumers nationwide in the areas of personal finance, consumer credit, student loans, foreclosure prevention and housing. A national 501(c)(3) organization, Navicore Solutions' certified counselors assist more than 100,000 consumers each year. The organization employs 275 dedicated employees in 10 offices across the country and is a member of the National Foundation for Credit Counseling (NFCC).

For a free and confidential session with a certified counselor, call 1-800-772-4557 or visit [www.novadebt.org](http://www.novadebt.org). Like us on Facebook at <http://www.facebook.com/Novadebt>; follow us on Twitter at <http://twitter.com/Novadebt>. Diane Gray, VP of Counseling & Education, is available for interviews or submission of a news story related to any consumer finance topic. Please contact Diane at [dgray@novadebt.org](mailto:dgray@novadebt.org) or (732) 409-6281 ext. 80406.