



## *Press Release*

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# **Vero Launches Exclusive Identity Theft Fully Managed Recovery for Elder Members**

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Vero, ([www.verocusolutions.com](http://www.verocusolutions.com)) a leader in identity theft recovery solutions and vehicle insurance products for credit unions, and a division of CU Direct, has launched ElderIDPro for credit union members ages 60 and older.

The exclusive identity theft fully managed recovery (FMR) for elder members is made available with the Vero IDProSelect program, supported by NXG Strategies, Vero's partner and provider of services. ElderIDPro is a proactive service to enhance IDProSelect's powerful recovery & restoration benefits specifically for vulnerable elders. "We offer a unique solution that will act on an elder member's suspicions to allow professional advocates to determine the real extent of their abuse and how to mitigate their dangers," said Joe Annoreno, chief executive officer at Vero. "We give elders a true safe haven of support when it appears ID theft or fraud is threatening their security and they don't know who to trust."

Vero is offering an ElderIDPro bonus value for credit unions that sign an IDProSelect contract between March 1 and December 31, 2016, and implement Vero's IDProSelect embedded services for members with checking accounts prior to June 30, 2017. The limited time, special promotion provides members without checking accounts and who are 60 years and older, free FMR services to insure the best support is available for all the elders at the credit union.

"We are pleased to provide credit unions with an identity recovery service that may be the most effective response to the more than (25) twenty-five State Elder Abuse Laws that have been enacted over the past six years" said Jim McCabe, senior vice president, identity theft solutions at Vero. "This service provides an ultimate safety net to elder members while helping credit unions better address the legal stress of adhering to state elder abuse laws."

Credit union professionals interested in learning more about Vero's IDProSelect and or ElderIDPro can contact Jim McCabe at 480-748-0403 or at [jmccabe@veroproducts.com](mailto:jmccabe@veroproducts.com).

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**About Vero**

Vero is a part of the CU Direct family of brands. Vero provides a unique suite of innovative identity recovery solutions and vehicle insurance products to the credit union industry. Vero works in conjunction with reliable, longstanding industry partners to support credit unions. NXG Strategies has been a long term partner with Vero in serving credit unions with their deep expertise in identity theft investigation, fraud remediation, and data breach response, serving millions of customers nationwide. [www.verocusolutions.com](http://www.verocusolutions.com)

**About CU Direct**

Established in 1994, CU Direct has helped the credit union industry fund over \$186 billion in loans by being the nation's leading lending and automotive solutions provider for credit unions. Representing more than 1,100 credit unions, CU Direct specializes in solutions that help credit unions generate loans, manage risk and provide value to members, while helping dealers enhance efficiency, increase profitability and generate sales. CU Direct offers a diverse, extensive library of products and services designed to help credit unions advance their lending programs and achieve overall portfolio success. For more information about CU Direct visit [www.cudirect.com](http://www.cudirect.com).