



[DATE]

Hello,

Thank you for your interest in sharing the rollout of [client name]'s new student debt repayment benefit. Included below is a press release template with pre-approved messaging points your team can use to announce the news.

Please be sure to share any final content mentioning Fidelity Investments with Ellie Flanagan in Communications ([ellie.flanagan@fmr.com](mailto:ellie.flanagan@fmr.com)) for approval before distributing. Note that material changes to the language in the template will result in a longer turnaround time.

Thank you for your continued partnership. Please relay any questions to Fidelity's Communications team.

Ellie Flanagan  
Director, External Communications

## **[CLIENT NAME] ANNOUNCES LAUNCH OF NEW STUDENT LOAN REPAYMENT BENEFIT**

**[LOCATION, DATE]** – **[Client name]** announced today the launch of a new student loan benefit that will help its employees more quickly and efficiently pay down their student debt.

Student loan debt remains a nationwide problem in the U.S., affecting more than 45 million Americans of all ages and ethnic backgrounds.

The burden of student debt is both a financial and emotional struggle for tens of millions of Americans balancing multiple financial priorities who are often forced to pause important life milestones like starting a family or saving for retirement. In fact, [recent Fidelity research](#) found nearly one third (32%) of those currently paying off student loans have delayed purchasing a home due to their debt, and the percentage is even higher among Gen Z and Millennial borrowers – 37% and 36%, respectively.

When participants enroll in Student Debt Direct, their employer contributes an extra monthly payment towards their student loans, helping them pay down their debt faster. Additionally, enrolled participants can save significantly on interest over time and do more of what they want with their money.

“We are pleased to share that we’re working with Fidelity Investments® to roll out a comprehensive student debt repayment solution for **eligible** associates,” said **[spokesperson name, title]** at **[client name]**. “Addressing student debt pressures in the workplace is a powerful step to support our employees’ overall financial wellness.”

In addition, Employees can use Fidelity’s [Student Debt Resource Hub](#) to explore options to reduce loan payments, pay off debt faster, or reduce lifetime costs. The Hub allows users to model various repayment scenarios to identify the best fit for their unique financial situation.

### **About **[Client Name]****

**[Insert company boilerplate]**

### **Fidelity Investments and Fidelity are registered service marks of FMR LLC.**

The Student Debt Contribution Benefit is not a product or service of Fidelity Brokerage Services.

###

Fidelity Brokerage Services LLC, Member NYSE, [SIPC](#)  
900 Salem Street, Smithfield, RI 02917

© 2026 FMR LLC. All rights reserved.  
1202670.2.0