

## TrendKite Helps Employees Tackle Student Loan Debt with New Benefit

*Tech innovator and Best Place to Work TrendKite offers Student Loan Genius benefit to help improve the financial situation of every employee affected by student loans.*

**Austin, TX – July 12, 2016** – [TrendKite](#), a PR analytics company that quantifies PR's impact in a way that both PR professionals and executives understand, announced that they will offer the [Student Loan Genius](#) benefit to every employee and their immediate family members who have student loans.

The rapidly growing technology provider's 600 percent year-over-year growth is fueled by a largely millennial employee-base, most of which are affected by one of America's fastest growing personal financial crises.

"We're growing and hiring rapidly, and the biggest driver in our success has been our people. That means issues that concern them, like student loans, are issues we should try to help with," said Jennifer Cantu, VP of People at TrendKite.

"For us, taking care of our team means reaching outside of our office walls and doing whatever we can to make their lives better. When we saw the data, we knew student loan benefits were a requirement, not an option."

Today, more than 50 percent of America's student loan debt is held by borrowers ages 30 to 49 according to the Federal Reserve Bank<sup>1</sup>. Combined skyrocketing education costs, waning employee loyalty, and the staggering effects student loans have on employees each day are causing more industry-innovators, like TrendKite, to offer student loan help as a way to retain and recruit the best talent.

"In 2013 when we launched, most company leaders we talked to had no clue that the student loan problem was actually affecting their businesses," said Tony Aguilar, CEO of Austin-based benefit provider Student Loan Genius.

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<sup>1</sup> Federal Reserve Bank of New York Staff Reports. "Measuring Student Debt and Its Performance." [https://www.newyorkfed.org/medialibrary/media/research/staff\\_reports/sr668.pdf](https://www.newyorkfed.org/medialibrary/media/research/staff_reports/sr668.pdf)

“That’s why we offer companies free surveys to measure the impact and collect real stories about their employees’ student loans. Once most leaders see the data, it’s not an issue of “if” but “when” to offer student loan benefits.”

For TrendKite, the timing of the benefit offering is important as the company prepares to leverage its recently closed \$10.7 million funding round to grow in Austin’s competitive talent market. The 2012 founded startup has quickly ascended to industry-leader status in public relations technology, delivering analytics and insights to big brand customers including Hershey and Evernote.

To schedule an interview or learn more about how companies like TrendKite are leveraging the Student Loan Genius benefit to attract and retain employees, contact XXXX.

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