



BBB Institute for Marketplace Trust Welcomes Zelle®

Better Business Bureau's Educational Foundation Announces Zelle® as a New Corporate Trust Council Member

Arlington, VA (June 5, 2023) – Better Business Bureau Institute for Marketplace TrustSM (BBB Institute), the educational foundation of the International Association of Better Business Bureaus (BBB®), is pleased to welcome [Zelle®](#) as a new member of its Corporate Trust Council.

“Bringing trust to financial moments that matter is the bedrock of how we do business,” said Crystal Thomas, Vice President of Zelle® brand and marketing. “Our partnership with the BBB Institute will help us continue to do this through best practice sharing and education.”

By partnering with the BBB Institute, Zelle® is continuing its focus on educating consumers on fraud and scams. Zelle® and the BBB Institute will collaborate to spread awareness and educate consumers and small businesses on these financial threats.

The Corporate Trust Council is a coalition of select companies that partner with BBB Institute to foster a trustworthy marketplace by providing expertise, resources, and funding support. Current members include Amazon and Capital One. Corporate Trust Council partners work together on strategic initiatives aimed at protecting today’s consumers, such as:

- Building a community of better businesses by developing best practices and educational resources.
- Identifying new threats to a trustworthy marketplace and creating strategies to address them.
- Delivering programs, resources, and tools to protect consumers and build trust between consumers and businesses in the marketplace.

Council members are companies that share the BBB Institute’s passion for strengthening better businesses and helping people avoid scams through education.

ABOUT BBB AND BBB INSTITUTE: The Better Business Bureau has empowered people to find businesses, brands, and charities they can trust for over 110 years. In 2022, people turned to BBB more than 250 million times for BBB Business Profiles on more than 5.3 million businesses and Charity Reports on about 12,000 charities, all available for free at BBB.org. The International Association of Better Business Bureaus is the umbrella organization for the local, independent BBBs in North America.

The BBB Institute for Marketplace Trust (BBB Institute) is the BBB's educational foundation, whose mission is to educate and protect consumers, promote best practices for businesses, and solve complex marketplace problems. BBB Institute's consumer educational programs, which include a wide array of resources on fraud prevention and education, are delivered both digitally and in-person by Better Business Bureaus serving communities across the U.S. and Canada. You can find more information about BBB Institute and its programs at [BBBMarketplaceTrust.org](https://www.bbb.org/BBBMarketplaceTrust.org).

About Zelle®: Zelle® is transforming how money moves, with more than five billion digital payments sent since its launch in 2017. The Zelle Network® connects more than 1,800 financial institutions of all sizes, enabling consumers and businesses to send digital payments to people and businesses they know and trust with an eligible bank account in the U.S. Money is available directly in bank accounts generally within minutes when the recipient is already enrolled with Zelle®. To learn more about Zelle® and participating financial institutions in the Zelle Network®, visit www.zellepay.com. Zelle® is brought to you by Early Warning Services, LLC, an innovator in payment and risk management solutions.

About Early Warning Services, LLC: Early Warning Services, LLC is a fintech company owned by seven of the country's largest banks. For almost three decades, our identity, authentication, and payment solutions have been empowering financial institutions to make confident decisions, enable payments and mitigate fraud. Today, Early Warning is best known as the owner and operator of the Zelle Network®, a financial services network focused on transforming payment experiences. The combination of Early Warning's risk and payment solutions enables the financial services industry to move money fast, safe, and easy, so that people can live their best financial lives. To learn more about Early Warning, visit earlywarning.com.

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