

OnTrack Financial Education & Counseling to Receive Expanded Parsec Prize of \$100,000

FOR IMMEDIATE RELEASE

Asheville, N.C., April 25, 2017 – **Parsec Financial**, a fee-only wealth management firm, announced today the **first of five recipients** of the annual Parsec Prize. OnTrack Financial Education & Counseling (**OnTrack WNC**) has been awarded a Parsec Prize for 2017 and will receive **\$100,000** over the next four years.

Financial education is a fundamental element at Parsec Financial and this is the largest commitment that Parsec Financial has ever made to one organization. ***“It just made perfect sense for us to support OnTrack WNC,”*** says Harli Palme, COO, Parsec Financial. ***“We wanted our gift to make a long-lasting impact and we are really excited to choose OnTrack WNC to receive a four-year long Parsec Prize towards building financial literacy in our community.”***

OnTrack WNC’s mission is to help people through financial education, counseling, and support so they can: overcome crises, afford basic needs, improve money-management skills, and make sound financial choices rooted in their values. OnTrack WNC has been Western North Carolina’s trusted non-profit source for financial education and counseling for over 30 years.

“We are honored and thrilled to have been selected as the first agency to receive a multi-year Parsec Prize,” said Celeste Collins, Executive Director of OnTrack WNC Financial Education & Counseling. ***“There is a wonderful connection between our foundational work and Parsec Financial’s work of helping people create a personalized, comprehensive plan that addresses their long-term goals. It’s exciting to receive this significant investment in our work. Parsec’s leadership in helping the community is exemplary, and we hope, a model for others.”***

This year, the Parsec Prize will commit \$200,000 to five organizations. ***“This is the thirteenth year of the Parsec Prize and the program has great momentum and represents a wonderful reinvestment in our communities. As we review the candidates each year we are reminded in powerful ways of the important work being done by our areas non-profit community. Their work is honorable and they service critical missions. We salute this work through the prize and it is a great feeling to give back,”*** says Rick Manske, CEO, Parsec Financial.

One of the fundamental values at Parsec Financial is giving back to the community. Parsec founded the Parsec Prize in 2005 and since that time, Parsec has given over \$1,000,000 in prizes to 66 local nonprofits serving Western North Carolina and Charlotte. The Parsec Prize represents approximately one half of Parsec’s annual charitable giving.

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About Parsec Financial:

For over 35 years, Parsec Financial has provided financial planning and investment management services to Western North Carolina and beyond. With over \$2 billion in assets under management as of December 31, 2016, Parsec provides investment management, retirement planning, and estate and trust advisory services.

The mission of Parsec Financial is to help clients set financial goals, create an investment strategy in accordance with those goals, and maintain this focus through long-term investment management.

For more information on Parsec Financial please visit: <http://www.parsecfinancial.com>.

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