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Intuit Turbo Launches #RealMoneyTalk Campaign Featuring Chrissy Metz to Break the Taboo of Talking about Money

Campaign Features Metz, from Hit Show “This is Us,” Getting Candid about Her #RealMoneyTalk Moments

“I did have debt for a very, very long time -- my financial status has always been paycheck to paycheck and I worked for minimum wage,” Metz shared in the #RealMoneyTalk Video

SAN DIEGO--(BUSINESS WIRE)-- Today, Turbo, from Intuit Inc. (Nasdaq: INTU), the maker of TurboTax and Mint, launched a new financial empowerment campaign, Turbo #RealMoneyTalk. Nearly 4 in 5 (79%) Americans have individual debt (e.g., credit cards, car loans, student loans) not including a mortgage, yet nearly two-thirds (63%) of those who do are tackling these debts alone, according to a new survey commissioned by Turbo and conducted online by The Harris Poll. With consumer debt at an all-time high*, (51%) of Americans are suffering in silence, choosing to not talk about money with their friends or family, according to the survey.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190227005547/en/>

The Turbo #RealMoneyTalk campaign encourages people to break down the taboo of talking about money, because until you acknowledge where you stand, it’s difficult to set goals or move forward.

More than half of Americans (52%) wish they had learned more about topics related to dealing with debt when growing up, according to the survey.

“Money shouldn’t be a source of shame,” said Varun Krishna, Vice President of Product, Intuit Consumer Group. “Talking about it is the first step to financial freedom. Let’s face it, money can be isolating and scary, but you’re not alone. We’re encouraging everyone to have real money talk and share their stories because when we support each other as a community, we grow together.”

To bring the #RealMoneyTalk campaign to life, Turbo partnered with actress [Chrissy Metz](#) as a spokesperson due to her refreshing honesty about her past money struggles. The positive response she received after sharing her story made Metz realize that a lot of people experience financial struggles, but don’t talk about them, because they feel alone and ashamed.

“I’m partnering with Turbo because the overwhelming response to sharing my #RealMoneyTalk story made me realize that we’re not talking about money -- and I truly

believe that the more we talk about it, the less alone we're all going to feel," shared Metz.

Turbo is a free web and mobile app that unlocks your financial potential and empowers you to take charge of your credit and financial health. With Turbo, you can view your income, credit score and debt details in a single place, with personalized advice, to help you achieve your financial goals faster.

To learn more about the campaign, visit <http://turborealoneytalk.com> and share your #RealMoneyTalk story with us, tagging @IntuitTurbo on Instagram and Twitter. You can read more about our Harris Poll survey findings on the Turbo blog at <https://turbo.intuit.com/blog/>

Survey Method: *This survey was conducted online within the United States by The Harris Poll on behalf of Intuit Turbo from January 23-25, 2019 among 3,050 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Intuit Turbo.*

About Intuit: *Intuit's mission is to Power Prosperity Around the World. Our global products and platforms, including [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), are designed to empower consumers, self-employed and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves approximately 50 million customers worldwide, unleashing the power of many for the prosperity of one. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#).*

*[According to The Federal Reserve](#)

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