

# Thrive Savings launches on the Apple App Store and Google Play Store in Canada

*Thrive is the first financial wellness benefit in Canada.*

TORONTO, ON, CANADA, July 11, 2018 /EINPresswire.com/ -- [Thrive Savings](#) announces the launch of their financial wellness benefit, Thrive Savings, on the Apple App Store and Google Play Store in Canada.



This innovative offering is a modern benefit for businesses to offer their employees, and recognizes a growing category of Canadian workers who live paycheck-to-paycheck and helps them to break out of this reductive cycle. “Personal money matters are a complex and emotional subject, often whispered

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*Jordan Wimmer*

about but never fully addressed. However, we know that 48% of Canadians live month-to-month, in a state of constant high anxiety and stress about their money,” said [Jordan Wimmer](#), the CEO and Founder of Thrive Savings. “We’re enabling workplaces and organizations to facilitate the prosperity of their workforce with minimal setup and maximum result.”

A unique code is generated for each organisation that is given to its employees to enter in-App. Members simply create their account, tell Thrive their work-category and select and

customise their goals. Thrive automatically personalizes savings amounts and frequencies based on employees’ job type, income, spending and earning profile. Employers have the option to match, top-up, or add a bonus towards an employees’ savings goal.

“Top companies get that it’s really a win-win. Employers gain happier, more productive employees, increased engagement and retention, and a decreased probability of departure. Employees start saving, many for the first time, against meaningful goals that they pick. They feel cared for and validated.” said Jordan Wimmer.

About Thrive Savings:

Thrive Savings is a financial technology company based in Toronto, Canada and established in 2017. We’re a fast-growing business that recognizes the changing demographics and nature of work and fundamentally believes that employee wellness must include financial wellness. We’re taking a fresh approach to finance and financial literacy by empowering businesses to enable their employees to create personalized goals and automatically save for them. In addition, employers are able to contribute towards these goals as an engagement and retention tool. For more information, visit <https://thrivesavings.com/>.

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