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With hours to go before a midnight Friday deadline, the Consumer Financial Protection Bureau (CFPB) has received more than 400,000 comments in support of a strong payday lending rule.

Since the release of the Bureau's proposed rule in June, hundreds of organizations have been gathering comments or borrower stories at faith services, community centers, film screenings, street festivals, concerts, job fairs, and town hall meetings, and through online channels. Major civil rights groups, including the NAACP, the National Council of LaRaza (NCLR), and the League of United Latin American Citizens (LULAC), have been deeply involved in these efforts, along with labor unions, social service providers, consumer and small business groups, and advocates for veterans and seniors.

Earlier this week, in [a letter](#) delivered to CFPB Director Richard Cordray, more than 700 groups carrying the voices of hundreds of thousands of Americans from every state in the union called on the CFPB to put forth a strong final rule.

Payday and car-title loans (also covered by the Bureau's proposal) are high-interest consumer loans that, while advertised as a way of dealing with a financial emergency, are engineered to trap people in unmanageable long-term debt. It is an abusive scheme that targets those struggling to make ends meet and has dragged countless Americans into bankruptcy, destroyed their credit and compounded rather than eased the financial problems that lead people to borrow in the first place.

Americans for Financial Reform and the more than 500 partners of the Stop The Debt Trap Campaign will continue to defend the underlying principle of the proposed rule – an ability-to-repay requirement – while pressing the Bureau to close loopholes that would undermine its effectiveness.

“The breadth of support demonstrated by these hundreds of thousands of comments, and by the range of organizations that have helped gather them, underscores the far-reaching importance of the CFPB's rulemaking,” said **Gynnie Robnett, Payday Campaign Director for Americans for Financial Reform**. “We look forward at the end of this process to seeing a rule that will end the debt trap.”