



# covera

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## News Release

Home

About Us

Press Room

Card Programs

Services

Risk Management

ATM Locator

Marketing Support

Useful Links

Request Assistance

Member Resource

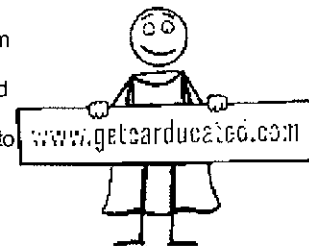
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### Covera's First-Ever Video Contest Challenges Teens to 'Get Carducated'

#### Grand Prize a \$5,000 College Scholarship

(Albany, NY) – Covera Card Solutions is sponsoring a youth video contest to help participating client credit unions reward teens for being “carducated,” or educated about responsible debit, credit and ATM use. And with great prizes like a \$5,000 college scholarship, the contest helps credit unions reach young members in a fun, new way.

“Credit unions are always looking for ways to help our youth become more financially aware. Covera wanted to create a new and unique way to help them with that goal, hence the creation of Get Carducated. Get Carducated encourages teens to educate others on the responsible use of debit, credit and ATM cards,” said Kimberly Ploof, Covera's COO. “Today's young people are constantly online, which makes this video contest the perfect venue by which to share the Get Carducated message. Students can have fun tapping into their creative side while spreading a more serious message about conscientious card use.”



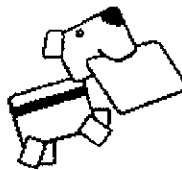
**The Carducator**

The Get Carducated video contest is open to members of participating credit unions between the ages of 16 and 21 who are currently attending college or will be college-bound by October 2012.

Applicants are asked to make a short video expressing their ideas about responsible debit, credit and ATM card use – why it's important, lessons they've learned, or any other pertinent angle they come up with. All submissions will be uploaded to the Get Carducated YouTube channel. The three videos with the most views will win. Contest participants will be encouraged to forward/share their videos with friends to generate news. In so doing, they will also be spreading the word about sensible card use.

To spread the word about the contest, Covera has created free customizable materials for participating credit unions, including a statement insert, lobby poster, flyer, e-mail and website text, and a newsletter article template.

Covera has also designed a special website, [www.getcarducated.com](http://www.getcarducated.com), which credit union members and other interested parties can visit to get more information about the contest, eligibility and how to enter. The website features an introductory video, contest details, forms, plus a closer look at the contest mascot, Carducator.



**Swipe**

The grand prize is a \$5000 college scholarship. The creator of the second place video will receive a MacBook and a \$500 textbook credit. An iPhone and a \$250 textbook credit will go the third place winner. In addition, the first 25 participants to submit an eligible video will win a \$25 iTunes gift card. Entries will be accepted until Oct. 31, 2010, with winners to be determined Nov. 1, 2010.

Since 1986, Covera Card Solutions has delivered cutting-edge debit, credit and ATM programs. Covera provides service to over 300 credit unions and is committed to offering unparalleled flexibility and competitive products that build member loyalty and achieve growth. To learn more about Covera Card Solutions, visit [www.coverasolutions.com](http://www.coverasolutions.com).



## About the "Get Carducated" contest

Young members (age 16-21) of participating credit unions will compete for great prizes, including a \$5,000 college scholarship, by submitting videos about how to use debit, credit & ATM cards responsibly. Submissions will be accepted until Oct. 31, 2010.

The entire contest will be hosted on the Get Carducated YouTube channel, so the submitted videos can be viewed by people all over. On Nov. 1, 2010, the three videos with the most views will win the following:

- **Grand prize** (video with the most views): a \$5,000 scholarship
- **Second place** (video with the second highest number of views): a MacBook and a \$500 textbook credit
- **Third place** (video with the third highest number of views): an iPhone and a \$250 textbook credit.
- **Early entry prize:** The first 25 participants to submit an eligible video will win a \$25 iTunes gift card.

## Participating is easy!

Covera is funding the prizes and handling all the contest details, from collecting submissions to determining the winners. In order to participate, ***all your credit union has to do is promote "Get Carducated" to your members during the contest timeframe.*** Whether they enter a video or go online to choose their favorite, everyone can get involved in "Get Carducated."

We've designed a special website, [www.getcarducated.com](http://www.getcarducated.com), where you can send your members for more information about the program and how to enter. This website features an introductory video and all the details and forms they'll need, plus some fun "extras" like a closer look at the contest mascot, Carducator. We've also posted a list of participating credit unions, so website visitors will know your credit union is a contest participant.

## Sign up today!

For more information on free marketing materials and how your credit union can participate, please visit the Marketing Support area of [www.coverasolutions.com](http://www.coverasolutions.com). The Get Carducated materials are available in the ATM, credit, debit and *FlexDebit* marketing materials sections.

# Want to win \$5,000 for college? All you need is a video camera.

We're teaming up with Carducator (our own quirky superhero) and credit unions across the Northeast to offer Get Carducated, a video contest that gives young adults a chance to share their ideas about responsible debit, credit & ATM card use—and win great prizes!

## Who can enter:

Get Carducated is open to anyone between the ages of 16 and 21 who: is currently attending college or will be attending by October 2012; has access to a video camera; and has an opinion about using debit, credit or ATM cards responsibly.

**Get Carducated ends October 31, so visit [www.getcarducated.com](http://www.getcarducated.com) today for more information about Carducator, the contest and how to enter.**

## Great prizes!

Grand prize: a \$5,000 college scholarship

Second place: a MacBook and a \$500 textbook credit

Third place: an iPhone and a \$250 textbook credit

Plus, the first 25 participants to submit an eligible video will automatically win a \$25 iTunes gift card!

