



Sample Credit Union Press Release

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FOR IMMEDIATE RELEASE

[CU Name] to give local teens free money management lessons, a chance to win

[Town], N.Y. - [CU Name] will offer local teens valuable money management skills—and a chance to win a Flip Ultra™ camcorder—during its free Money & Me program this summer.

Money & Me will be held at [location] from [date range]. Each session will take place from [time range]. Through a series of interactive, hands-on lessons, participating teens will learn about:

- making and following a budget;
- maintaining savings and checking accounts;
- managing credit;
- saving and shopping for big purchases; and
- planning and investing for the future.

Money & Me uses the award-winning National Endowment for Financial Education® (NEFE®) High School Financial Planning Program® (HSFPP) as its core curriculum, with supplemental components from Junior Achievement (JA), television series *Biz Kid\$*, the brass|STUDENT PROGRAM and FoolProof.

“We’re committed to advancing financial literacy throughout our community. It’s a crucial life skill that you’re never too young to begin building,” said [CU name] President [name here]. “In just five days at Money & Me, teens can become informed savers, spenders and investors. And they can do it with their peers, in an atmosphere that is fun and engaging.”

During the program, participants will have the opportunity to film their interactions and activities with a Flip Ultra™ camcorder. At the end of the course, one lucky teen will win the camcorder through a random drawing.

Money & Me is free and open to all teens age 14-18. For more information or to register, [contact instructions].

Money & Me is a program of the New York Credit Union Foundation (NYCUF), the charitable arm of the Credit Union Association of New York. The Foundation serves credit unions, schools and community organizations that improve the financial literacy and independence of New Yorkers. For more information, visit www.nycuf.org. The National Credit Union Foundation (NCUF) is supporting this project by providing an Innovation Grant.

[Credit union boilerplate paragraph here.]

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