



Sample Credit Union Press Release

(Paste on your press release template and submit to local media after program.)

FOR IMMEDIATE RELEASE

[Number] local teens build financial skills at [CU Name's] summer program

[Town], N.Y. - For five mornings this summer, [number] teens participated in [CU Name's] free Money & Me program. Together, the group tackled a variety of topics and learned money management skills that will benefit them for life.

With the National Endowment for Financial Education® (NEFE®) High School Financial Planning Program® (HSFPP) as the core curriculum, lessons included: 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.

“We were thrilled with the participation in this year’s program,” said [credit union name] president [name]. “By teaching our youth about money, we can help them avoid common pitfalls and gain the money skills they need to achieve their goals and dreams.”

During the program, participants filmed their interactions and activities with a Flip Ultra™ camcorder. At the end of the course, [winner name] won the camcorder through a random drawing.

[Include quote from a participant if possible]

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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