

FOR IMMEDIATE RELEASE



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US Federal Credit Union Helps Youth Get in the Savings Game

BURNSVILLE – US Federal Credit Union (USFCU) helped area youth start saving by taking part in National Credit Union Youth Week in April. The annual Credit Union National Association-sponsored event encourages youth to begin establishing a relationship with their local credit union. It is a great way for youth to see firsthand the advantages of credit union membership, while also presenting an opportunity to begin setting goals for future financial success like saving for college. Although the event is scheduled for only one week, USFCU expanded the event to span the entire month of April. During the month-long event, 732 youth made deposits, 140 new youth accounts were opened, and \$306,746 were deposited by youth.

A variety of fun activities were available for youth including a coloring contest, treats, as well as an assortment of prizes and educational material. To further encourage and reward youth saving, 20 coloring contest winners were provided with a US Federal deposit into their savings account, totaling \$750. Also, a \$100 deposit was awarded to a young member chosen from those youth who made deposits or began membership with USFCU during the month.

USFCU also partnered up with Liberty Mutual to incorporate safety into the month. As one of USFCU's insurance partners, members can receive discounts on a variety of insurance products through Liberty Mutual. Members were provided with the opportunity to receive a \$5 deposit with free insurance quote, while also entering a drawing for a Nintendo Wii[®] game console generously donated from the insurance partner. Along with one grand prize winner, second prize winners from each branch won a duffel bag full of sports-related prizes.

A free youth bike rodeo was also planned to be held at the USFCU Corporate Office in Burnsville (including bike safety tips, custom helmet fittings, and the opportunity practice rules of the road through a mock town – provided by Liberty Mutual), but was canceled due to inclement weather. The event, slated to be rescheduled for some time later this year, will still include food, fun, games, and giveaways for young savers in USFCU membership and the community.

US Federal Credit Union is a member-owned, not-for-profit financial cooperative serving over 55,000 members in the Greater Twin Cities CommunitySM.

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