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September 1, 2016

FOR IMMEDIATE RELEASE

UECU WINS ADULT FINANCIAL EDUCATION AWARD

United Educators Credit Union (UECU) of Apple Valley has been honored with a 2016 Desjardins Adult Financial Education Award. The award, sponsored by the Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA), recognizes leadership within the credit union movement on behalf of youth financial literacy.

The credit union's 2016 program emphasized UECU's efforts working with at-risk adults to provide financial management concepts and ways to combat financial fraud. By partnering with Minnesota Life College, the Minnesota Department of Commerce, and LSS Financial Counseling the credit union uncovered a great need to protect two vulnerable segments of our population. UECU hosted events to discuss financial scams impacting the elderly and assisted adults with learning differences to learn financial concepts to live independently.

"Protecting at-risk adults from financial fraud and scams is a growing concern nationally. By working with our partners at the Minnesota Department of Commerce and LSS Financial Counseling, UECU promotes ways to safeguard personal finances and tips to recognize scamming techniques. "

Paul R. Dammann, UECU President/CEO

UECU's winning entry will advance to the national competition, where it will compete with financial education projects from credit unions in other states.



The award is named in honor of Alphonse Desjardins, the founder of the North American credit union movement, who established the first "caisse populaire" (people's bank) in Quebec in 1900, and helped establish the first American credit union in New Hampshire in 1909. Desjardins was an ardent believer in the value of teaching children to save, and he promoted the idea of in-school savings programs.

United Educators Credit Union was established in 1957 and is a member-owned, member-operated, not-for-profit financial institution, providing financial services to the Minnesota education community, their families, and those who support education by being a part of the United Educators Foundation. United Educators Credit Union offers a full line of financial services, and currently operates branch locations in Apple Valley, Coon Rapids, Eden Prairie, and Woodbury. For more information, visit www.uecu.coop.

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UECU WINS YOUTH FINANCIAL EDUCATION AWARD



United Educators Credit Union (UECU) of Apple Valley has been honored with a 2016 Desjardins Youth Financial Education Award. The award, sponsored by the Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA), recognizes leadership within the credit union movement on behalf of youth financial literacy.

The credit union's 2016 program emphasized UECU's dedication to providing financial literacy to Native American students at Red Lake High School in Red Lake, Minnesota. Through a grant from the MnCUN, UECU was able to purchase educational booklets and partner with the dean of students and business education teacher to bring the Red Lake students a meaningful personal financial management curriculum.

"As a credit union founded by educators, and to serve educators throughout Minnesota, we are dedicated to supporting the financial literacy needs within schools throughout our great state. In a time when resources are readily available throughout the internet, the need to educate our youth about personal financial management remains strong. We are proud of our partnership with the Minnesota educational community to advance the concepts of becoming financially successful."

Paul R. Dammann, UECU President/CEO

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