



For more information contact:

Andrea Molnau
Vice President of Marketing
United Educators Credit Union
651-264-3636

October 3, 2014

FOR IMMEDIATE RELEASE

UECU PROVIDES FINANCIAL EDUCATION TO THOUSANDS OF MINNESOTA STUDENTS

Apple Valley, Minn. – Fall is officially upon us, and students are over a month into another school year. That means United Educators Credit Union is also back in the classroom, continuing a commitment to educating youth about the basics of money management.

During the 2013-2014 school year, UECU presented to a total of 770 students in 16 classroom lectures. Presentations were made to a diverse group of students with very unique financial literacy needs, including Transition Plus students, special education students, Red Lake reservation students, students from high socio-economic backgrounds, and Ubah Academy (an exclusively Muslim school).

UECU has also partnered with the Minnesota Department of Commerce for special book readings that took place at two partner schools. Commissioner Mike Rothman attended the two events to read a financial literacy related book and led a Save, Share, Spend drawing activity. “United Educators Credit Union has been a key partner in the Department of Commerce’s mission to improve the financial capability of all Minnesotans from kindergarten to retirement. UECU goes above and beyond their mission to advance the financial well-being of their member-owners by proactively reaching out to the communities they serve,” said Commissioner Rothman.

According to data recently released by the National Youth Involvement Board (NYIB), seven Minnesota credit unions reported teaching personal finance education to 5,446 students of varying ages during the 2013-2014 school year. These students were reached through nearly 200 financial education presentations in the classroom.

NYIB collects financial education data each school year from the nation's credit unions, asking credit union employees and volunteers to report the number of personal finance presentations made to students, the specific topics covered, and the number of students reached during each presentation.

The NYIB information demonstrates how credit unions make a difference in the lives of young people and, at the same time, helps protect the unique status of credit unions as not-for-profit financial cooperatives. Credit union educational efforts contribute to the decline in bankruptcies, benefiting consumers, credit unions, and the economy.

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, St. Louis Park and Woodbury.

###