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FOR IMMEDIATE RELEASE

UNITED EDUCATORS CREDIT UNION NOW OFFERS MONEYISLAND™ *AN ONLINE WORLD THAT TEACHES KIDS INVALUABLE FINANCIAL LIFE LESSONS*

Apple Valley, MN – United Educators Credit Union announces the availability of MoneyIsland, an educational and entertaining online world that helps tweens ages 8 to 14 in three key financial areas: Saving & Spending, Earning & Investing, and Using Credit Wisely. Kids go on adventurous quests to exotic destinations, while becoming financial gurus along the way. Meanwhile, parents and teachers have access to an administrator tool where they can track progress and assist in the learning experience.

Financial literacy is at an all-time low in the United States, which means many children are not receiving the knowledge and skills needed for a successful future. Fortunately, the general public is becoming more aware of the problem. In fact, research shows that 91 percent of parents are interested in providing a better financial education for their kids.¹ That's where UECU helps with MoneyIsland.

"United Educators Credit Union has been a long-time proponent of financial literacy outreach, reflecting our credit union's values of cooperation, thrift and education," says Paul Dammann, President and CEO. "Offering MoneyIsland is a new way for us to continue to help parents and teachers address an important challenge for the children of our community and instill lifelong financial literacy lessons."

MoneyIsland is a virtual world for kids that not only makes learning fun, but also tracks and encourages the development of their financial literacy. As they journey to fantastic destinations like the Eiffel Tower and Atlantis, they learn real-life principles of monetary responsibility.

The MoneyIsland curriculum has already been successfully piloted by public schools in Iowa and Texas. There are lesson plans for every level of the learning experience, along with ongoing educational resources for teachers and parents. Created by master teachers to align with national standards, these lesson plans employ a hands-on approach that works in tandem with the online experience. In fact, the lesson plans are aligned with the national standards published by the Jump\$tart Coalition for Personal Financial Literacy.

"As an education-based credit union, we are tremendously excited to have the ability to share MoneyIsland with teachers and educators statewide," says Dammann. "We are fortunate to be able to make a difference in the financial education of our youth."

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. MoneyIsland can be accessed through the credit union's website: www.uecu.coop.

1. Center for Media Research, American Express survey, 2010.

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