



For more information contact:

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

April 1, 2014

FOR IMMEDIATE RELEASE

United Educators Credit Union Partners with Schools, Local Author, and State Organizations to celebrate Financial Literacy Month

Apple Valley, Minn. – April is Financial Literacy month, and United Educators Credit Union (UECU) is celebrating with activities and events to build awareness of the importance of teaching youth about sound money management. The education based credit union is pleased to be partnering with several schools; local author and illustrator Nancy Carlson; and several state organizations to help spread the word of financial literacy. Highlights of the month’s activities include:

Save. Share. Spend. Art Contest

UECU youth members and students of the credit union’s partner schools (Normandale Hills Elementary, Bloomington; Sand Creek Elementary, Coon Rapids; Aquila Elementary, St. Louis Park; Woodbury Middle School, Woodbury; and Eastview High School, Apple Valley) are invited to draw or paint how they Save, Share, and Spend the money they earn. Local author & illustrator, Nancy Carlson will judge the contest.

Financial Literacy Book Displays

The credit union is also encouraging librarians/media specialists of MEMO (Minnesota Education Media Organization) to set up a financial literacy book display in their school media centers. Photos of the displays can be submitted on the credit union’s Facebook page, and the first 25 schools to post a photo will receive a copy of “Start Saving, Henry” by Nancy Carlson, compliments of the credit union.

Financial Literacy Partnership event at Aquila Elementary School, St. Louis Park

The University of Minnesota Extension, the Minnesota Departments of Commerce and Education, and UECU will hold an event to introduce a new Financial Literacy guide for parents, teachers, and school-age children on April 21st. Department of Commerce Commissioner Mike Rothman and Department of Education Commissioner Brenda Cassellius will each read a children’s book that introduces financial concepts to the school’s second graders. The University of Minnesota Extension and United Educators Credit Union representatives will then lead an educational activity.

“We are honored to have the opportunity to collaborate with our school partners and state organizations that share our interest in advancing financial literacy among Minnesota’s students,” said Paul Dammann,

United Educators Credit Union President and CEO. “As an educator-based credit union, we are uniquely positioned to help spread the word about the importance of teaching kids about money.”

United Educators Credit Union was established in 1957, providing a full line of financial services to the Minnesota education community, their families, and those who support education by being a part of the United Educators Foundation. The credit union currently operates branch locations in Apple Valley, Coon Rapids, Eden Prairie, St. Louis Park, and Woodbury.

###