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## **FOR IMMEDIATE RELEASE**

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### ***UECU WINS YOUTH FINANCIAL EDUCATION AWARD***

**Mendota Heights, Minn.** - United Educators Credit Union (UECU) of Mendota Heights has been honored with a 2021 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 was recognized for its addition of the ***It's a Money Thing*** program, which is a set of videos and printable materials focusing on a variety of financial topics (i.e. loans, compound interest, credit scores). The videos are educational and enjoyable for all ages. The infographics, handouts, and activities coincide with each video to use in the classroom for educators or lessons within the home. The videos and materials can be found at [www.uecu.coop/iamt](http://www.uecu.coop/iamt).

*"UECU is an education credit union at its core. We understand the importance of financial education in our local communities. By offering these types of programs for our members, we hope to make financial literacy a priority in classrooms and homes."*

*- UECU President & CEO, Paul Dammann*

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, providing a full line of financial services to Minnesota's education community & their families; those who live, work, worship, go to school or do business in Anoka, Dakota, Hennepin, Ramsey or Washington Counties; those who support education through membership in the United Educators Foundation; as well as other select employee groups. The credit union currently operates branch locations in Apple Valley, Coon Rapids, and Minnetonka. For more information, visit [www.uecu.coop](http://www.uecu.coop).

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