



For Immediate Release

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Financial education prepares students for real world

More than half of high school seniors get a failing grade in financial literacy, according to surveys performed by the JumpStart Coalition of Personal Financial Literacy.

To help tackle this problem, Arsenal Credit Union (Arnold, Mo.) has given more than 60 *free* financial presentations at area high schools, grade schools, and preschools in the past year. Its staff taught over 1,200 students about saving money, building credit, earning income, setting goals, and more.

In recognition of its efforts, the credit union recently received a first-place Desjardins Youth Financial Education Award from the Missouri Credit Union Association (MCUA). Each year, MCUA honors credit unions that demonstrate leadership in youth financial literacy. Arsenal previously earned a first-place Desjardins Award in 2004.

"We feel that it is important to teach financial concepts to children while they are young," says Arsenal VP Ken Moser, "and being recognized for our achievements helps strengthen our commitment to youth financial education."

The presentations, which do not promote the credit union, are customized and presented by Jennifer Cicalone, Arsenal's marketing coordinator. Tracker, the credit union's kids savings club mascot, tags along to entertain younger students. To involve students in the lessons, the credit union purchases books, videos, coloring books, and other supplies.

Arsenal also educates its youth members and their parents through educational resources in the credit union's branches and on its Web site, including a fun interactive online magazine called Googolplex.

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Arsenal Credit Union is a not-for-profit financial institution with six branches in the St. Louis area. The credit union, founded in 1948, serves 20,000 members and has \$111 million in assets. The purpose of Arsenal Credit Union is to promote thrift among its members by affording them an opportunity for accumulating their savings; to create for them a source of credit at fair and reasonable rates of interest; to provide the opportunity for the members to use and control their money for their mutual benefit; and to assist in the financial education of members and people who live in the community.



Cicalone (right) accepts the Desjardins Youth Financial Education award from MCUA VP Amy McLard.