



For Immediate Release

**The Money Mammals Celebrate National Credit Union Youth Week
With Complimentary Resources**

***Joe the Monkey and Friends Offer a Special Promotion for all Credit Unions to Enjoy,
Just in time to Celebrate April's National Credit Union Youth Week***

Los Angeles, Calif. (March 29, 2009) – The Money Mammals, recently highlighted in *The Wall Street Journal*, celebrate National Credit Union Youth Week this April 19-25 by making several complimentary resources available to credit unions nationwide.

Included in the set of tools is a downloadable National Credit Union Youth Week coloring page (available via PDF), a link to a Teaching Guide, and links to one of the great new games premiering on The Money Mammals Saving Money Is Fun Kids Club website. Interested parties can email info@themoneymammals.com or click on www.themoneymammals.com/youthweek for more information.

The downloadable Money Mammals Teaching Guide for kids in grades K-2 debuts during this special promotion. The first draft of this guide, which was created in conjunction with Rogue Federal Credit Union, comes with a link to an evaluation form, where recipients can enter their feedback on the program. Snigglezoo Entertainment, producer of The Money Mammals, and Rogue Federal Credit Union are excited to gain useful insight from credit union personnel through the survey. The Teaching Guide is designed to be used in conjunction with The Money Mammals' critically-acclaimed "Saving Money Is Fun" DVD, which brings the concepts of saving, sharing and spending smart to life for youth members. Snigglezoo is offering the DVD at 20% off the retail price through National Credit Youth Week. Email info@themoneymammals.com to receive the special savings code.

Per John Lanza, Chief Mammal at Snigglezoo Entertainment and Creator of The Money Mammals, "It's a tough time right now, but it's crucial that we continue to reach the youth of America with our important message. The Money Mammals' National Credit Union Youth Week resources can help everyone in the credit union community by providing elements that help progress financial literacy education with little or no fiscal impact to marketing budgets."

Snigglezoo will also make available the groundbreaking new "Joe's Credit Union" game, where kids can help The Money Mammals' main character, Joe the Monkey, run his own branch and keep his members happy. This unique game engages young members and showcases much of what credit unions have to offer, including loans, insurance and teller services.

Lastly, John recently posted a blog (located at <http://teachkidsmoney.blogspot.com/>) that responds to a poignant NPR story titled "The Thrift Shift." In the blog, he points to the importance of saving for the future, a message that resonates with credit union members of all ages. John encourages people to post responses to this relevant story.

About The Money Mammals Saving Money Is Fun Kids Club

The Saving Money Is Fun Kids Club program is designed to help attract and retain children ages zero to 11 and is available for license to credit unions nationwide. The club uses video, print and online media to get kids and parents to associate great money habits with its credit union partners. It's the only club available for license that features original games that entertain and educate. And, most importantly, the program helps its partners grow their youth membership. Rogue Federal Credit Union, which won a Louise Herring "Philosophy in Action" award for its integration with the program, saw a 22% increase in youth membership in just the first half of 2008. Find out more at <http://themoneymammals.com/kidsclub.php>.

About The Money Mammals DVD

Developed by the producer of an Emmy-award winning children's show in conjunction with a terrific educational team, "The Money Mammals: Saving Money Is Fun" DVD is the first video created specifically to teach kids about the value of money. Joe the Monkey, Piggs the Bank and friends help entertain and engage kids and parents alike, who will laugh, sing and learn with the upbeat songs and story line that illustrate the importance of saving money. The Money Mammals is also proud to be affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. The Money Mammals DVD has received the Dr. Toy 10 Best Socially Responsible Products award, a KIDS FIRST! Endorsement, a Family Choice Award and the Film Advisory Board's Award of Excellence. The DVD is sold online at www.themoneymammals.com and is also available on Amazon.com and Netflix. For more information, visit the website: www.themoneymammals.com.

About Rogue Federal Credit Union

Rogue Federal Credit Union is a relationship-based service organization partnering to grow financially healthy, secure families and communities. Rogue Federal has been serving the Rogue Valley for over 50 years. Rogue Federal is a federally chartered, community-based credit union whose membership includes all who live, work, worship or attend school in Jackson, Josephine and Klamath counties. Rogue Federal serves over 44,000 members with an asset base of over \$400 million and a loan portfolio of \$320 million. Branches are located in Medford, Ashland, Central Point, Grants Pass, Eagle Point and Klamath Falls.

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