



For Immediate Release

Rogue Federal Credit Union Wins the Coveted Desjardins Youth Financial Education Award

The Rogue Credit Union staff wins award for youth financial education outreach created via a Money Mammals partnership.

Los Angeles, Calif. (December 3, 2009) – Rogue Credit Union has earned the Desjardins Youth Financial Education Award, which is awarded by CUNA to credit union organizations in recognition of leadership in the area of youth financial literacy. The Award was given to Rogue Federal Credit Union in recognition of the partnership between The Money Mammals and the credit union and in part for the work Rogue’s staff did to develop a curriculum based on The Money Mammals product.

Mr. Lanza states, “I am thrilled to have Rogue Credit Union as partners in spreading the message of sharing, saving and spending smart. During these tough times, it’s critical to teach America’s youth about financial literacy. Rogue’s outreach efforts provide teachers, school groups, and other organizations with the proper tools to change the way kids think about money.”

The Desjardins Youth Financial Literacy Award recognizes leadership within the credit union movement on behalf of youth financial literacy. It considers all activities supporting the personal finance education of young members and nonmembers, including, but not limited to, face-to-face teaching, publicity, lobbying for curriculum requirements, teacher and volunteer training, and promotion and use of the NEFE High School Financial Planning Program® (HSFPP). Naming the award after Alphonse Desjardins emphasizes the movement’s long-time commitment to youth. Aside from founding the first credit unions in Canada and the United States, Desjardins pioneered youth savings clubs and in-school “banks,” known as caisses scolaires.

About Rogue 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 46,000 members with an asset base of over \$448 million and a loan portfolio of \$359 million. Branches are located in Medford, Ashland, Central Point, Grants Pass, Eagle Point and Klamath Falls.

About The Money Mammals

The award-winning “Money Mammals: Saving Money Is Fun” DVD, the first video created specifically to teach kids about the value of money, was recently highlighted by *The Wall Street Journal* as a great tool to teach financial literacy. The DVD entertains and engages kids and parents via upbeat songs and a story line that illustrates the importance of saving money. The characters and content have grown into The Saving Money Is Fun Kids Club, a youth banking program available for license by credit unions. Visit www.themoneymammals.com for more information.

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