



Credit Union National Association

cuna.org

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CORE FCU Receives National Youth Financial Literacy Award

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FOR IMMEDIATE RELEASE

Madison, Wis. (December 5, 2011) – Credit Union National Association (CUNA) recently named CORE Federal Credit Union a national Desjardins Award winner for its work in promoting youth financial literacy. The award will be presented at CUNA’s Governmental Affairs Conference in Washington, D.C., in March 2012.

The Desjardins Awards are named for Alphonse Desjardins, the founder of the North American credit union movement, and honors credit unions for their commitment to youth and adult financial literacy.

CORE received the award from among all state-wide winners throughout the country for credit unions in the \$50 to \$150 million dollar asset size range. CUNA currently has more than 700 member credit unions in the \$50 to \$150 million range.

CORE opened the first student-run credit union in Central New York at ESM High School in 2005. The credit union operates an extensive financial literacy program that includes not only the student-run Spartan Branch program at ESM High School, but also a K–8 school banking program, teen finance forums for area high school students and adult education seminars.

CUNA added the [Desjardins Adult Financial Education Award](#) in 2011 to its well-established Youth Award to recognize credit unions’ efforts to teach personal finance concepts and skills to members and non-members age 18 and older. CUNA received 30 entries in the Adult category in addition to the 55 entries received for the Desjardins Youth Financial Education Award.

Using a unique “Students as Educators” model, all of CORE’s programs provide high school students the opportunity to learn about personal finance, how to teach their peers, how to serve as mentors and role models for younger students in the school district and how to team-teach adult education sessions with school board members and credit union personnel.

CORE has presented its “Students as Educators” program nationally at credit union conferences and actively works with other credit unions and school districts to assist them in enhancing their own student financial literacy programs. Cindy Schrader, a Desjardins judge from Heritage Credit Union in Madison, Wis., remarked: “CORE’s community involvement is amazing. They are providing valuable education and resources to help students, teachers and organizations, and their commitment to financial education is to be applauded!”



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About CORE Federal Credit Union

CORE Federal Credit Union is a \$75 million not-for-profit financial institution headquartered in East Syracuse, New York. It recently celebrated its 52nd anniversary of serving its members and the Central New York community. They have offices in East Syracuse, North Syracuse and Morrisville, N.Y. Visit www.core-fcu.com for more information about CORE FCU.

About CUNA:

With its network of affiliated state credit union leagues, Credit Union National Association (CUNA) serves 90 percent of America's 7,400 state and federally chartered credit unions, which are owned by nearly 93 million consumer members. Credit unions are not-for-profit cooperatives providing affordable financial services to people from all walks of life. For more information about CUNA, visit www.cuna.org or the CUNaverse blog and follow @CUNaverse on Twitter. For more information about credit unions, visit www.aSmarterChoice.org and follow @asmarterchoice on Twitter.