



## **CORE FCU Receives Third Consecutive National Youth Financial Literacy Award**

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### **FOR IMMEDIATE RELEASE**

Madison, Wis. (February 5, 2014) - Credit Union National Association (CUNA) will honor CORE Federal Credit Union as a national Desjardins Award winner for the third consecutive year for its work in promoting youth financial literacy. The award will be presented at CUNA's Governmental Affairs Conference in Washington, D.C. on February 26, 2014.

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 was named as an award winner 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.

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. Pamela Owens, one of this year's judges and the Vice President of Programs with the National Federation of Community Development Credit Unions (NFCDCU) headquartered in New York City, noted that "Core FCU is a model example for youth financial literacy programs. Students are engaged at every level. They are actively involved in running the branch at the high school and serving as financial literacy trainers. The credit union also has the high school students serving as financial literacy mentors and going into elementary schools teaching younger students. These are just a few of the reasons the program has been so well received in their community and reached more than 1000 students."

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**About CORE Federal Credit Union**

CORE Federal Credit Union is an \$81 million not-for-profit financial institution headquartered in East Syracuse, New York. They have served their members and the Central New York community for 55 years and have offices in East Syracuse, North Syracuse and Morrisville, NY. Visit [www.core-fcu.com](http://www.core-fcu.com)<<http://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 America's 6,900 state and federally chartered credit unions, which are owned by more than 98 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](http://www.cuna.org)<<http://www.cuna.org>> or follow @CUNA<<https://twitter.com/CUNA>> on Twitter. For more information about credit unions, visit [www.aSmarterChoice.org](http://www.aSmarterChoice.org)<<http://www.aSmarterChoice.org>> and follow @asmarterchoice<<http://twitter.com/asmarterchoice>> on Twitter. Visit the CUNA Press Room<<http://www.cuna.org/Stay-Informed/Press-Room/>> for a full listing of media mentions, press releases and resources to stay informed on current events within the credit union industry.