

CORE FCU Receives Fifth Consecutive National Youth Financial Literacy Award

FOR IMMEDIATE RELEASE

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MADISON, Wis. (2/29/16)--The Credit Union National Association (CUNA) has honored CORE Federal Credit Union, East Syracuse, N.Y., as a national Desjardins Award winner for the fifth consecutive year for its work in promoting youth financial literacy. This is the first time that a credit union has received the award in five consecutive years. The award was presented at CUNA's Governmental Affairs Conference in Washington, D.C., on Feb. 24.

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

CORE was selected as the national winner of the award from a group of state-wide winners from across the country for credit unions in the \$50 million to \$150 million asset-size category. CUNA currently has nearly 1,000 member credit unions in the \$50 million 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, teach their peers, serve as mentors and role models for younger students in the school district, team-teach adult education sessions with school board members and credit union personnel, and this past year, become certified as volunteer tax preparers under the IRS VITA program.

CORE has presented its 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. "CORE Federal Credit Union put an unbelievable amount of time and dedication into this initiative," said CUNA Judge Eileen Rivera, president/CEO, SkyOne FCU, Hawthorne, Calif. "It is hard to believe a credit union of their size can do all of that great work. I loved the high school kids mentoring the younger kids, and the effort to get the media and legislators informed and involved."

Photo caption (from left to right):

Bill Sweeney, CEO, CORE Federal Credit Union; Jessica Burch, marketing director, CORE Federal Credit Union; Karen Reardon, student banking program coordinator, CORE Federal Credit Union; Laura Edick, student banking/marketing assistant, CORE Federal Credit Union; and Jim Nussle, president/CEO, Credit Union National Association. (CUNA Photo)

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About CORE Federal Credit Union

CORE Federal Credit Union is a \$98 million not-for-profit financial institution headquartered in East Syracuse, New York. It has served its members and the Central New York community for 57 years and has offices in East Syracuse, North Syracuse and Morrisville, N.Y. Visit www.core-fcu.com for more information.

About the Credit Union National Association

With its network of affiliated state credit union leagues, the Credit Union National Association serves 90% of America's 6,200 state- and federally chartered credit unions, which are owned by more than 105 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 follow @CUNA on Twitter. For more information about credit unions, visit www.aSmarterChoice.org and follow at @asmarterchoice on Twitter.