



## **CORE FCU Receives Second National Youth Financial Literacy Award**

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### **FOR IMMEDIATE RELEASE**

Madison, Wis. (March 12, 2013) –Credit Union National Association (CUNA) recently named CORE Federal Credit Union a national Desjardins Award winner for the second consecutive year for its work in promoting youth financial literacy. The award was presented at CUNA’s Governmental Affairs Conference in Washington, D.C. last week.

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.

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. CUNA VP Dorothy Steffens, one of this year’s judges, was extremely impressed by CORE’s programs. She noted that CORE’s unique in-school branch operation “goes beyond introducing life-skills for employment opportunities by incorporating a ‘students as educators’ model where the student teachers can easily relate and communicate with their peers.”

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**About CORE Federal Credit Union**

CORE Federal Credit Union is a \$79 million not-for-profit financial institution headquartered in East Syracuse, New York. They have served their members and the Central New York community for 54 years and have offices in East Syracuse, North Syracuse and Morrisville, NY. Visit [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 90 percent of America's 7,200 state and federally chartered credit unions, which are owned by more than 96 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) or the CUNaverse blog and follow @CUNaverse on Twitter. For more information about credit unions, visit [www.aSmarterChoice.org](http://www.aSmarterChoice.org) and follow @asmarterchoice on Twitter.