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## Greater Minnesota CU recognized nationally for financial education excellence

**WASHINGTON, D.C.** – Greater Minnesota Credit Union was recognized on the national stage in late February at the Credit Union National Association (CUNA) Governmental Affairs Conference in Washington, D.C. Honored for its work to increase financial literacy in the credit union's local communities, Greater Minnesota earned an honorable mention in the 2009 Desjardins Youth Financial Education Award.

More than 160 credit unions from 36 states competed in the national awards programs, which also acknowledged credit unions' internal philosophy and external programs and projects. The awards are sponsored by the Minnesota Credit Union Network (MnCUN) and CUNA.

Greater Minnesota placed first in MnCUN's statewide competition in August and competed nationally in September.

"Today we honor credit unions for their commitment to the credit union difference. These organizations put the 'people helping people' philosophy directly into action through service to members...and youth financial literacy," said Susan Streifel, CUNA Awards Committee Chair. "Congratulations and thanks go to the award winners for going the extra mile on behalf of their communities and their members."

Greater Minnesota's project involved teaching money skills to youth through its Youth Financial Literacy Outreach program. Through this initiative, credit union employees presented information on a variety of financial topics at local schools and community group meetings. From July 1, 2008-June 30, 2009, the credit union gave 35 school presentations, reaching 485 students. These financial literacy efforts enable Greater Minnesota to positively impact the financial well-being of individuals in the communities they serve.

The Desjardins Youth Financial Education Award recognizes leadership within the credit union movement on behalf of financial literacy. It considers all activities supporting the personal finance education of young members and non-members. The award was named after Alphonse Desjardins, who pioneered youth savings clubs and in-school "banks," emphasizing the credit union movement's long-time commitment to young people.



**Kristina Wright (left),  
MnCUN Vice President –  
Communications, accepted the  
Desjardin Youth Financial  
Education Award on behalf of  
Greater Minnesota Credit Union on  
Feb. 24 in Washington, D.C.**

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*The Minnesota Credit Union Network is an organization representing  
the state's 154 not-for-profit cooperative credit unions serving  
more than 1.5 million member-owners in Minnesota.  
For more information, visit [www.mncun.org](http://www.mncun.org).*