



CASE Credit Union
4316 S. Pennsylvania Ave
Lansing, MI 48910

517.393.7710 / 888.393.7716
www.casecu.org

Contact: Samantha W
Marketing Department
517.393.7710 ext. 1067
sworley@casecu.org

NEWS RELEASE

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CASE Credit Union Celebrates National Credit Union Week

Lansing, MI – In a continued effort to implement financial independence and comprehensive financial skills, CASE Credit Union hosted a series of educational activities for community youth as part of National Credit Union Youth Week, April 6 – 11, 2015. Sponsored by Credit Union National Association, this weeklong event is set aside to encourage responsible financial habits in youth and serves as a time to connect and convey to children the importance of financial education.

Events during Youth Financial Week focused on CASE's youth account features and free financial education offerings. It also included free accounts for children under 18, a prize for youth members who made a deposit into their savings account, branch visits from CASE's mascot, welcome gifts for new youth club account holders, and free change counting all week using the coin machines at the Pennsylvania, Lake Lansing, and West Saginaw branches. All events and activities throughout the week were free to members and the community.

"We believe that teaching and inspiring youth to save will be the most effective way to build a robust future for our communities, stated Jeffrey Benson, President/CEO. Creating positive financial habits in children today ensures a brighter tomorrow for everyone!"

This week long event culminated with Youth Financial Day on Saturday, April 11, at the credit union's 5611 West Saginaw Hwy location, with activities and games for kids. Special guest, Mayor Virgil "Virg" Bernero paid a visit to proclaim April 6-11 as CASE Credit Union Youth Financial Week. In addition, winners of the High school and Middle school essay contest, which took place in March, were invited to recite their speeches for CASE's President/CEO Jeffrey Benson, staff, and invited guests. Winners were also presented with their cash prizes for the contest.

Established in 1936 by Lansing area educators, CASE Credit Union is a full-service financial institution serving over 35,000 members and managing approximately \$250 million in assets. CASE Credit Union is focused on service and committed to exceeding the financial expectations of today's mobile society through convenient products and services.

**See photo continued on next page*



Pictured above from left to right: Dione Pena, Kristin Martin, Samantha Worley, (Mayor) Virg Bernero, Rachael Singleton, Austin Hawkins, Cassia Wolfe, Norma McGarry, Ashura Johnson, (mascot) Ace, Deanna Martin, Porsche Miles-Grant, Sharon Sierawski, and Antonia Bailey.

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