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NEWS RELEASE

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CASE Credit Union Awarded Biz Kid\$ Education Grant



Pictured Above: CASE CU CEO, Jeffrey Benson participating in the Mad City Money simulation at Sexton High School

Lansing, MI – CASE Credit Union has been awarded a Biz Kid\$ Education Grant to fund a financial education and entrepreneurship camp. The camp will utilize Biz Kid\$ episodes and lesson plans that will empower youth from low income families with the tools necessary to capitalize on their business ideas while at the same time, filling a void in personal financial education not offered in their school curriculum.

Biz Kid\$ is an educational television show that teaches financial education and entrepreneurship to a preteen audience. It uses sketch comedy and young actors to explain basic economic concepts. The Biz Kid\$ motto is "Where kids teach kids about money and business." Each episode is accompanied by a free curriculum with lesson plans, activities, and reviews for the topics covered.

As part of CASE's program, students will learn the basics of money and what being an entrepreneur really means. They will then work as a group to develop a complete business plan including a marketing plan and income and expense plans. The program will conclude with the groups presenting their business plans in front of local business leaders, including CASE CEO, Jeffrey Benson. They will receive feedback on their presentations and a certificate of completion for participating in the financial education camp. The first camp is expected to be held in 2014.

"We are so grateful for this grant," said CASE Credit Union CEO Jeffrey Benson. "If we can educate our youth on financial concepts, and then empower them by giving them the skills they need to capitalize on their innate entrepreneurial spirit, then we are working towards building solutions to the economic problems that plague our area."

Established in 1936 by Lansing area educators, CASE Credit Union is a full-service financial institution serving 30,000 members and managing more than \$228 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. CASE was named one of Michigan's Top 100 Places to Work in 2012 by the *Detroit Free Press*.

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