



CASE Credit Union®  
4316 S Pennsylvania Ave  
Lansing MI 48910

517.393.7710 / 888.393.7716  
www.casecu.org

Serving everyone in Ingham, Eaton,  
Clinton, Livingston, Shiawassee,  
Jackson and Ionia counties

**Our service. Your success.**

## *NEWS RELEASE*

For Immediate Release  
April 22, 2013

CONTACT: For media inquiries,  
please use the Contact Us  
form at [www.casecu.org](http://www.casecu.org).

### **CASE Credit Union Celebrates National Credit Union Youth Week**

Lansing, MI – 4/22/13 — In a continued effort to foster financial independence and sound financial skills, CASE Credit Union (CASE) will be hosting a series of educational activities for community youth as part of National Credit Union Youth Week, April 22–27, 2013. The weeklong event will focus on CASE's youth account features, free financial education offerings, and will culminate in a day full of activities and games for kids.

Events during Youth Week will include a bike helmet giveaway for children of CASE members on Friday, April 26 from 3-5 PM at the credit union's 4316 S. Pennsylvania Ave location, a prize for youth members who make 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 Pennsylvania Branch coin machine. All events and activities during the week will be free to members and the community.

"We're very excited about this weeklong event," stated CASE Credit Union Director of Marketing Jennifer Slaughter, BS, MBA "Every year we try to find bigger and better ways to raise awareness about financial literacy and the response to our efforts have been very positive."

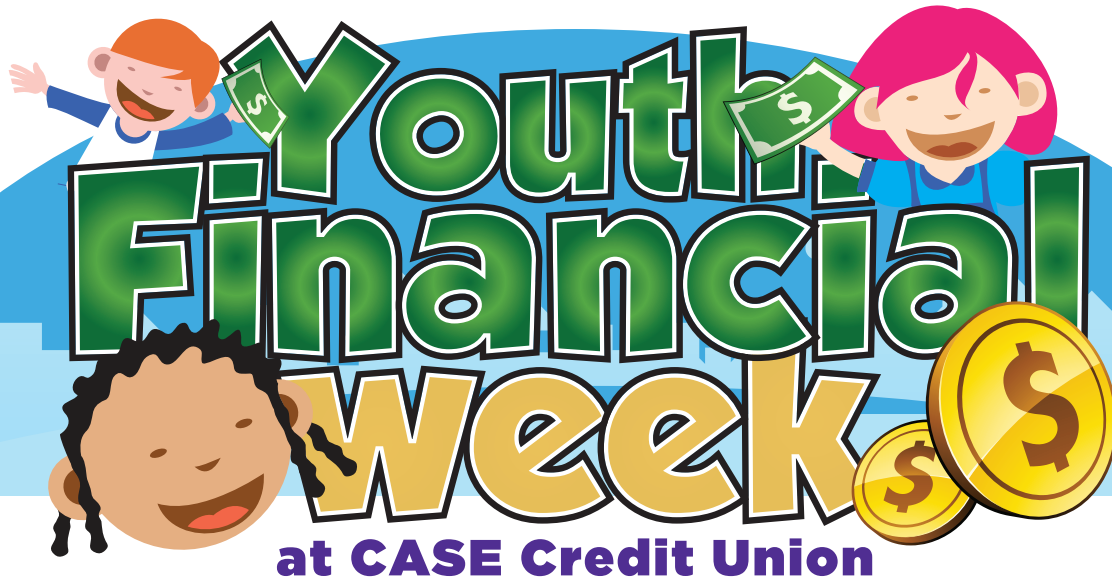
The main event of the week will be held on Saturday, April 27 with Youth Financial Day at CASE's Pennsylvania Branch from 11-1 PM. The afternoon event will feature fun activities for kids involving financial games, face painting, financial trivia for all ages, arts and crafts, and the opportunity to take pictures with CASE's mascot.

In addition, winners of the Financially Fit Essay Contest, which took place in March, will recite their speeches for CASE's President and CEO Jeffrey Benson, staff and invited guests. Winners will also be presented with their cash prizes for the contest.

*For a complete schedule of activities and events at CASE Credit Union during National Credit Union Youth Week, please review attached flyer or visit [www.casecu.org](http://www.casecu.org).*

Established in 1936 by Lansing area educators, CASE Credit Union is a full-service financial institution serving 31,000 members and managing more than \$238 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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April 22-27<sup>th</sup>, 2013

## Monday - Friday All Day

- FREE gift with any deposit (1 per child for the week) into your youth account<sup>1</sup>
- Open a youth account and receive a free gift<sup>2</sup>
- Youth 18 and under can bring in their change to our Pennsylvania branch to be counted for free!<sup>3</sup>
- Meet our Mascot Ace from 4pm - 5pm!

### BRANCHES

- Meridian - Tuesday
- Delta - Wednesday
- Lake Lansing - Thursday
- Pennsylvania - Friday

## AAA Bike Safety Day

Friday 4.26 3pm-6pm at  
Pennsylvania Branch

- FREE bicycle helmet for children of CASE members ages 3 and up *while supplies last*
- FREE helmet fittings (child and helmet must accompany you)
- Bicycle safety tips

## Youth Financial Day

Saturday 4.27 11am-1pm at  
Pennsylvania Branch

- Financial games, quizzes, and prizes
- Face painting, coloring, create your own comics
- Meet ACE the Mascot!
- 12pm speeches by our Financially Fit Essay Contest winners

*Refreshments and  
snacks will be provided*

<sup>1</sup>Child must be present and must be depositing into a youth account to receive a free gift.

<sup>2</sup>Membership in Youth Club Accounts requires a \$5 share deposit in a savings account.

<sup>3</sup>Youth DO NOT need to be a CASE member to use the change machines on these dates.

