



For Immediate Release

April 30, 2007

Youth members learn to save their loot

Free loot was overflowing during youth week at Arsenal Credit Union. Youth members could take part in the week in several ways:

All kids ages 12 and under who visited a branch could choose a **free gift** from the pirate chest and guess how many pennies were in the money jars to win a **\$50 gift card to Toys “R” Us®**.

Advantage Point Teen Club members who made deposits into their accounts were automatically entered into a drawing for **\$100!**

Kids and teens (18 and under) who opened new accounts at Arsenal were entered into a drawing to win a **\$50 U.S. savings bond**; a separate drawing will be held for each age group.

All youth members who opened an account or made a deposit were automatically entered into a national drawing to win **\$100** because Arsenal participated in CUNA’s National Youth Saving Challenge.

Tracker Kids Club members were invited to a **free pizza party** on Saturday, April 28; kids were entertained by Tracker, watched *Arthur’s Money Matters*, and learned about earning money, needs and wants, and more during a special financial presentation.



A Tracker member draws what he wants to save for with the help of his father at the kids club pizza party.

“We saw youth week as a great opportunity to play up everything we do year round to educate youth,” says Marketing Coordinator Jennifer Cicalone, “plus we gave kids and teens even more incentives to manage their money wisely while still having fun.”

* * * * *

Arsenal is a not-for-profit financial institution with five branches in the St. Louis area. The credit union, founded in 1948, serves 20,000 members and has \$111 million in assets. The purpose of Arsenal Credit Union is to promote thrift among its members by affording them an opportunity for accumulating their savings; to create for them a source of credit at fair and reasonable rates of interest; to provide the opportunity for the members to use and control their money for their mutual benefit; and to assist in the financial education of members and people who live in the community.