



For Immediate Release

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Arsenal boosts its education efforts in August

Arsenal Credit Union (Arnold, Mo.) celebrated Missouri Credit Union Financial Education Month this August by educating its members about identity theft and financial aid options for college.

The credit union distributed free brochures on identity theft through members' month-end August statements plus gave out over 350 free ID theft prevention DVDs to members in its lobbies (and through the mail upon request). The DVD "Identity Theft: Outsmarting the Crooks" was originally produced in limited supply by the U.S. Department of the Treasury. Arsenal worked with a local video company to shorten it from over an hour to 22 minutes to make it easier for viewers to watch and digest all the info.

The DVD features four experts speaking about identity theft – what it is, how to know if you've become a victim, what kind of personal information is stolen, how thieves steal information, what you can do to protect your identity, and what to do if your identity is stolen.

Members learned about the free DVD in their monthly newsletters, in credit union branches, and through E-mail. The DVDs are so popular that the credit union is still distributing them.

Arsenal also held a free college financial aid seminar on August 15. Bethany Moran from the Missouri Higher Education Loan Authority (MOHELA) discussed topics including the types of financial aid available to new and returning college students, how to apply for aid, and an overview of the free application for federal student aid (FAFSA).



Bethany Moran of MOHELA led the financial aid discussion with and answered questions for ACU members.

In addition, the credit union began surveying members about their financial education needs. "Arsenal already provides financial education to our members year round in our branches, in our newsletter, and online. We want to find out how we can improve our efforts to help even more members succeed financially," says Ken Moser, Arsenal's VP of marketing.

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Arsenal Credit Union is a not-for-profit financial institution with six 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.

