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Students at University of Georgia Reach Out to Local Credit Union for Financial Education

ATHENS, GA, April 29, 2011—The Student Financial Planning Association at the University of Georgia recently invited Northwest Georgia Credit Union to campus to learn about the credit union industry's personal finance education efforts and Northwest Georgia Credit Union's *learn.grow.* program. Tiffany Greenway, director of marketing and strategy, represented Northwest Georgia Credit Union.

The students' interest in the credit union industry's efforts to educate young people may reflect a renewed awareness in financial issues among young people in a post-recession environment. Renewed youth interest might be the key ingredient in improving some startling statistics from 2008, at the height of the economic meltdown. The 2008 National Jump$tart Coalition Survey of High School Seniors and College Students indicated an overall mean score of 48.3% for high school seniors and 62.2% for college students on a practical, 31-question personal finance test. Similarly, the average debt level for the class of 2008 college graduate from Georgia was over $17,000, and the average credit card-indebted young adult household spends nearly 24% of its income on debt payments.

Greenway explained to the University students that credit unions across the country have established intentional efforts to mitigate these issues. Locally, Northwest Georgia Credit Union is fighting the financial literacy problem in the Greater Rome community through its *learn.grow.* initiative, which is a combination of free classroom education, free local employer education, online learning tools, and education-based savings accounts for children. The initiative recently won a 2011 CUNA Diamond Award for Financial Education, as well as a 2008 Desjardin Youth Financial Education Award. The classroom education is Georgia Performance Standards based and is taught in all Floyd County Schools, Rome City Schools, and the local private schools. Teachers wanting to request a learn.grow. session for their classroom can contact Tiffany Greenway at 706.291.9290.

Northwest Georgia Credit Union is a not-for-profit, member-owned financial cooperative that serves consumers in the Floyd County area. Founded in 1961 by local educators, Northwest Georgia Credit Union now creates unbelievable, un-banking experiences by helping families and individuals in all industries with their personal finances. Learn more about NWGACU or access the NWGACU Media Kit at www.nwgacu.org.

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