



Contact:

Rachel Puslat
Day Air Credit Union, Inc.
P.O. Box 292980, Kettering, OH 45429
937-643-2160 Ext. 3702
Fax: 937-643-3876
Email: rpuslat@dayair.org

FOR IMMEDIATE RELEASE

May 3, 2018

Day Air Credit Union Receives Honorable Mention Desjardins Youth Financial Education Award

Kettering, Ohio, May 3, 2018 – Day Air Credit Union is excited to be the recipient of the Honorable Mention Desjardins Youth Financial Education Award from the Ohio Credit Union League. The Desjardins Youth Financial Education Award was presented to Day Air for a series of Financial Education Programs in 2017 in which the credit union partnered with community organizations to provide 38 sessions of financial education to 963 youth throughout the year.



A key component of Day Air's Financial Education is the Mad City Money Program, which involves Day Air partnering with Transitional Schools located in the Miami Valley. This is the 5th Anniversary of Day Air's Mad City Money Program, which includes providing four in class sessions per school leading up to the big event day where students are given real life scenarios and have to make financial decisions. This program helps high school students and recent graduates with learning challenges experience real life lessons when it comes to making financial decisions. Day Air had 48 students from the four partnering schools participate in the half day event.

Other organizations included in Day Air Credit Union's financial education series include: Yes for Youth, University of Dayton, Vandalia-Butler High School, Beavercreek Schools Junior Achievement, Kettering Fairmont High School, Centerville High School, Alter High School, and more.

The Credit Union National Association (CUNA) created the Desjardins program to recognize leadership within the credit union movement on behalf of financial literacy for youth in the community. The purpose of this award is to raise awareness and provide resources for financial literacy. Qualification to be considered for this award includes public relations, seminar and webinar volunteer training, advocacy, and coalition building. Day Air is honored to be recognized for their outstanding leadership for youth financial literacy and they look forward to continuing to develop their financial literacy outreach throughout the Miami Valley.

"Helping teach financial literacy in the community is an important part of our mission at Day Air," said William Burke, President and CEO. "We exist not only to enhance our members' financial well-being but also to be a leader in community outreach and improving the lives of everyone who lives in the Miami Valley."

DAY AIR CREDIT UNION, established in 1945, proudly serves businesses and residents of the Miami Valley in southwest Ohio. With over \$377 million in assets and more than 42,000 members, Day Air is a not-for-profit, full-service financial cooperative. Credit Union members have access to thousands of surcharge-free ATMs and shared branches nationwide. Membership is open to people living, working, worshiping or attending school in the Miami Valley. Visit dayair.org for more information.

###