



For immediate release
Contact: Cindy Kurtz
651-747-8962
ckurtz@idealcu.com

NEWS RELEASE

Ideal CU to Highlight ‘Get Wiify’ During National Youth Savings Challenge

(Woodbury, MN – March 31, 2015) Ideal Credit Union will highlight its popular “Get Wiify” campaign with an emphasis on youth and financial literacy during the National Youth Savings Challenge in April. Members under age 18 are encouraged to visit an Ideal CU branch to open an account or make a deposit. One lucky saver may be chosen at random to receive \$100 at the end of the challenge. Official rules are posted on www.idealcu.com.

“Get Wiify,” an acronym for “What’s in it for You,” is a fresh approach to enlighten members and prospective members about the value-added products, services and benefits Ideal CU offers. During the National Youth Savings Challenge, Ideal CU employees will be wearing colorful “Get Wiify” t-shirts every Friday to encourage young members to save for their future and get what’s in it for them, even at an early age.

Also in April, Ideal CU’s Student Credit Union at Tartan High School in Oakdale will host the popular “Money Talks” educational series. The peer-to-peer program, led by Ideal CU Student Credit Union employees, teaches students the building blocks of personal finance. Sessions focus on the key pillars of financial education: budgeting, savings and investments, credit, and money management tools. Additional student activities are also planned at the Tartan branch.

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“Ideal Credit Union is committed to financial literacy and to helping children develop lifelong skills for managing their money,” stated Ideal CU President/CEO Brian Sherrick. “The National Youth Savings Challenge is a fun way to encourage young members to save, and remind them their credit union is here to help.”

Results for the month of April 2014 showed 516 youth members under age 18 made a deposit into Ideal CU. The credit union also opened 73 new youth accounts during that same period.

Ideal CU offers a suite of student financial products to help youth build their financial future, including Free Student Checking, a Student Savers CD and a unique Credit Builder loan to help establish that all-important credit rating.

Founded in 1926, Ideal Credit Union (formerly Postal Credit Union) is a member owned financial institution that specializes in providing excellent member service, great rates and convenience. Ideal CU offers a complete range of services, including 24/7 loan approval, mortgages, online banking, online deposits, mobile banking, mobile check deposit and mobile bill pay, Apple Pay, free checking, business services, investment services and more. Ideal CU serves the Twin Cities metro area with office locations in Eagan, Hugo, North St. Paul, West St. Paul and Woodbury.