

Cooperative Credit Union Association

Creating Cooperative Power

NEWS

For Immediate Release

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Cooperative Credit Union Association Announces New Spanish and Portuguese Versions of "15 Reasons Why You Should Only Bank at a Credit Union"

April 25, 2018 (MARLBOROUGH, MASSACHUSETTS) — The Cooperative Credit Union Association (CCUA) is adding to its resource library of financial-literacy publications, thanks to a little help from several Spanish-speaking and Portuguese-speaking credit union members of the Marlborough, Massachusetts-based, trade association.

The newest additions announced today that are being made available to all credit unions, are a Spanish and a Portuguese version of CCUA's popular booklet, "15 Reasons Why You Should Only Bank at a Credit Union."

Written in 2014 by CCUA President/CEO Paul Gentile, the booklet lists an easy to read summary of 15 reasons why credit unions are a better choice for consumers when considering their banking options. The reasons cited in the booklet are many, from explaining to readers how their money is safe to the ways they become part of something bigger—the cooperative movement—by joining a credit union and how that membership keeps them on Main Street, not Wall Street.

The new Spanish translation of "15 Reasons" was produced with the assistance of Yajaira Mendoza and Carmen Caban from Garden Savings Federal Credit Union, and Millie Zayas from RTN Federal Credit Union. Taunton Federal Credit Union's Jenny Fialho and Naveo Credit Union's Rui Domingos helped to deliver the Portuguese edition.

"These versions were developed due to popular demand from our credit unions serving these markets," said Association President Paul Gentile. "Our credit unions volunteered their time to help with the translation to ensure authenticity. Credit unions have a long history of reaching out to people from many descents and we are happy to hopefully open new doors to these important segments. They are not only important markets for credit unions, they often have higher underserved populations that credit unions can help serve. This fits in nicely with the mission of our "Better Values. Better Banking." consumer awareness campaign to educate all consumers about the value proposition of belonging to a credit union," said Gentile.

The "15 Reasons" booklet is popular within the credit union industry as an informative give-away at financial education sessions or community events to both members and consumers alike. Not only are the booklets a great conversation piece, they also are valued as an effective tool for promoting the credit union "difference" in the today's world of highly competitive, banking services providers.

For more information about "15 Reasons Why You Should Only Bank at a Credit Union," visit www.CCUA.org.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 200-member credit unions primarily located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA members hold combined assets in excess of \$45 billion and serve a collective membership base of more than 2.3 million consumers. It's on behalf of these member credit unions that CCUA advocates before Congress and state legislatures, regulatory bodies and to the general public through its *Better Values—Better Banking* consumer awareness campaign. In addition to advocacy, CCUA also engages its members with an array of industry resources, from compliance assets and marketing support to vetted products and service providers; educational workshops and conferences; and, a variety of communications, from a daily e-newsletter to simulcast video programs. For more information, visit www.CCUA.org.

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15 Reasons
Why You Should
Only Bank at a
Credit Union

It's All About *You!*

15 Razões
Porque Você Só Deve
Bancar Numa
Cooperativa
de Crédito

Tem Tudo Haver Consigo!

15 Razones
Por La Cual Usted Solo
Debe Transar con una
Cooperativa De
Ahorro y Crédito

¡Todo se trata de *Usted!*