

CCUA Takes to the Airwaves in Observance of National Financial Literacy Month

APRIL 11, 2023 (MARLBOROUGH, MASSACHUSETTS) — To mark the observance of April as National Financial Literacy month, the Cooperative Credit Union Association (CCUA) through its consumer advocacy initiative, *Better Values – Better Banking*, has produced two radio commercials promoting credit unions to consumers as both a resource for financial education and as a partner committed to their financial well-being.

The 30-second spots are currently airing on a number of radio stations throughout New England and in the State of Delaware. (CCUA member credit unions reside throughout the states of New Hampshire, Massachusetts, Rhode Island, and Delaware.)

The first commercial, *Financial Well-Being*, reminds consumers that financial literacy is power. The more you know, the better you are at managing your money. It goes on to tell listeners about the many classes and guidance credit unions offer to their members on money management – from establishing credit, to buying a new home and saving for retirement.

The second commercial, *Go with a Credit Union*, calls attention to life's goals and how daunting a task it can be to achieve them, especially when it comes to understanding the best ways to manage one's money. The listener is then encouraged to seek out a trusted partner, a credit union, which can prove to be of value, because at a credit union your financial well-being is at the heart of who we are – *people helping people*.

Visit www.ccu.org/FinancialLiteracy2023 to hear both commercials and view a list of the radio stations airing both spots in Delaware and throughout New England.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. For more information, visit www.CCUA.org

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