



**SOUTH CAROLINA
FEDERAL**
CREDIT UNION

PRESS RELEASE
FOR IMMEDIATE RELEASE

Credit Union Encourages Kids to Grow Green
Children who take Youth Week challenge
could win green for their future

(N. CHARLESTON, S.C.) – March 24, 2008 – South Carolina Federal Credit Union will celebrate National Credit Union Youth Week™ by offering a cash prize to children who report the best “green growing” practices.

“Youth financial literacy is always a priority for credit unions and Youth Week is the industry’s annual time to focus on fostering solid money management practices in children,” said South Carolina Federal Senior Vice President of Marketing Beth Jaskiewicz.

The national theme of Youth Week is “Got Green? Grow it at Your CU [Credit Union].” South Carolina Federal opted to leverage this year’s “green” theme to encourage kids to conserve the earth’s resources and save money.

“Governor Sanford declared April Financial Literacy Month in the state of South Carolina, which is a perfect backdrop for Youth Week,” Jaskiewicz said. Youth Week also coincides with Earth Day on April 22.

During Youth Week at South Carolina Federal, April 21-25, children ages 12 and under can enter a contest for a \$1000 investment in their future. Children who visit scfederal.org/kidsclub during the promotion period will be invited to describe how they grow green (i.e., recycling, composting or weekly deposits to a Kids Club account.)

“Whether our youngest members grow green as they conserve the earth’s resources or as they exercise strong savings habits, South Carolina Federal is in step with those efforts,” Jaskiewicz said.

South Carolina Federal will select four of the most outstanding “green growing” entries. Winners will have their choice of a \$1000 deposit to a new South Carolina Federal Coverdell Education Savings Account, a \$1000 deposit into an existing South Carolina Federal Coverdell Education Savings Account, or a \$1000 Share Certificate with a five year term.

South Carolina Federal branches will celebrate Youth Week by presenting children 12 and under with a seed card to plant and grow.

South Carolina Federal’s Kids Club is a savings account designed especially for members 12 and under. It introduces children to account management, including regular account statements, a quarterly newsletter and occasional contests.

“Our youngest members are in a position to develop positive habits that last a lifetime,” Jaskiewicz said. “This Youth Week celebration is the ideal opportunity to encourage and reward positive choices.”

For the Official Rules of Youth Week 2008 at South Carolina Federal, visit scfederal.org/kidsclub. For branch locations or other information, call 843-797-8300 (**Charleston**) or 800-845-0432 (**Nationwide**).

About South Carolina Federal

South Carolina Federal Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 155,000 members own and belong to the not-for-profit financial cooperative, which has over \$1 billion in assets. South Carolina Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, and most of the Columbia area, is eligible to join. South Carolina Federal has 23 branches and more than 70 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2007, South Carolina Federal was voted one of the Best Places to Work in the state. More information about South Carolina Federal can be found at scfederal.org.

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