

FOR IMMEDIATE RELEASE

**CREDIT UNIONS NATIONWIDE ARE TAPPING INTO YOUTH PROGRAMS
TO SPEAD FINANCIAL LITERACY AND INCREASE MEMBERSHIP**

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July 30, 2009, BETHLEHEM, PA – Bethlehem-based agency Marketing Partners, is spreading financial literacy and membership awareness to potential Gen-Y credit union members nationwide by giving two of their popular youth websites, *cha-ching!*SM and *the edge*SM, new features, styles and functionality to closely reflect the beloved social networking sites of this generation.

*cha-ching!*SM, which targets 13 to 17-year-olds, boasts such add-ons as a media player featuring the latest young entrepreneur video, podcasts on themes directly related to the lifestyles of these young people and a music player tuned in to online radio.

*the edge*SM website mirrors much of the *cha-ching!*SM features and functionality, yet with a slightly more sophisticated design and tools and topics related to the 18 to 24 audience group. Through this site, young adults can learn about first time car buying and staying on a strict budget to support the extra expenses of car ownership. Visitors can also share information and experiences with peers by commenting on blog topics such as selecting a college, getting married and snagging that dream job.

Although these entertaining site attractions draw visitors to the site, the update focused primarily on how to keep them on the site, and thus learn more about the specific credit union and what the credit union can offer them. This process involved extensive research into how these target groups use the Internet. Financial literacy is delivered in small, easily digestible pieces, and there are several interactive resources on the sites including financial calculators, forums, podcasts and videos. The designs of these sites also appeal

to the Gen Y commitment to community and family by allowing each visitor to not only personally interact with the site, but to also encourage family involvement in teen financial issues. Each and every aspect of these sites is directed toward aspects of life and money that have an affect on these groups, and article content is driven by visitor blogs and comments, giving each visitor a sense of ownership and control of the site.

To learn more about Marketing Partners Youth Programs, or if you are interested in the 20% off, Summer of Saving promotion that is going on now through August 31, visit [Summer of Savings!](#) or call Chris Ford at (888) 641-1215.

*the edge*SM and *cha-ching!*SM are products of Marketing Partners, one of the nation's leading marketing companies for credit unions. Marketing Partners has created successful youth retention programs currently being used by hundreds of credit unions nationwide. For more information, visit [Marketing Partners](#).

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