

FOR IMMEDIATE RELEASE

**MARKETING PARTNERS OFFERS LIMITED-TIME SAVINGS
ON VALUABLE ONLINE YOUTH PROGRAMS**

“Summer Of Savings” Helps Credit Unions Reach Gen Y Members
While Promoting Financial Literacy To Children, Teens & Young Adults

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BETHLEHEM, PA – Lead financial marketing agency Marketing Partners has upgraded its online youth modules, which target youth up to age 24. The redesigned modules promote financial literacy through online blogs, forums, fun financial articles, money-saving coupons, videos and A/V podcasts. The modules include the Dollar Dog Clubhouse for the *Dollar Dog Kids Club*[®] (tailored to children up to age 12), *changing!*SM (for teens ages 13-17) and *the edge*SM (for young adults ages 18-24).

Marketing Partners recognizes the importance of providing financial education to Generation Y. In order to help credit unions promote financial literacy among members and encourage youth to join credit unions, the agency is offering a special “Summer of Savings” promotion.

Throughout the “Summer of Savings,” new credit union clients who purchase all three youth web modules will save 10% on the total license fees. Credit unions will be able to

lock in the great savings and take advantage of the modules just in time for the new school year. The offer expires August 31, 2009.

Last year, the President's Advisory Council on Financial Literacy made a recommendation that "The United States Congress or state legislatures should mandate financial education in all schools for students in grades kindergarten through 12."

The Advisory Council also recognized that "financial education truly must be a lifelong endeavor – and it's never too early to start. Basic literacy skills, including financial literacy, are the building blocks of development and self-sufficiency, which need to be established in the early years of children's lives to impact their future development."

To learn more about the website services Marketing Partners offers that help promote financial literacy, or for pricing information, call (888) 641-1215 and ask to speak with Chris Ford.

As one of the nation's leading marketing companies for the financial industry, Marketing Partners objectively analyzes market position, identifies new opportunities and develops more efficient marketing strategies for credit unions nationwide. For more information, call (888) 641-1215 or visit www.MarketingPartners.com.

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