



JEANNE D'ARC
CREDIT UNION
we share a common thread

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CONTACT: Michelle Silveira
978-323-4780

MONEYSTRONG ROCKS! AT JEANNE D'ARC CREDIT UNION CONTESTS PROMOTE YOUTH SAVINGS

LOWELL – Jeanne D'Arc Credit Union announces three innovative contests designed to spark the creativity of local youth as well as encourage them to save money for a better future. The month-long contests, which are part of National Credit Union Youth Month, include cash prizes for deposits, a coloring contest, and a jingle-writing/creative-concept contest that could be the inspiration for a television commercial, radio spot or YouTube video.

The Inspire Us contest asks entrants (ages 25 and under) to write a jingle or come up with an innovative concept, telling us in their own words “How MoneyStrong Rocks!” at Jeanne D'Arc Credit Union. The winning entrant will receive \$500 in cash and may collaborate with the Jeanne D'Arc marketing team to turn the idea into a marketing piece promoting the MoneyStrong program. In the Deposit Contest, members (ages 18 and under) will have their names entered every time they make a deposit. Three lucky winners will each receive \$100 cash. In the Coloring Contest, entrants (ages 12 and under) will color a downloadable drawing to creatively show how MoneyStrong Rocks! One lucky winner will receive \$100 cash.

“It is important to us that we prepare young adults and children for the financial realities of life,” said Mark Cochran, President and Chief Executive Officer of Jeanne D'Arc Credit Union. “If they learn to make good financial decisions early in life, it will give them a great start toward a successful future.”

Applicants are encouraged to be creative, have fun and think outside of the box. Additional information, including coloring contest entry forms, submission forms and contest rules, is available at www.moneystrong.org/contest/.

About Jeanne D'Arc Credit Union:

Jeanne D'Arc Credit Union was established in 1912 and is a full-service, member-owned community-based financial cooperative with more than 56,000 members and more than \$910 million in assets. It operated six full-service branches in Lowell, Dracut (2), Tyngsboro, Chelmsford and Methuen, Massachusetts; four high-school branches at Lowell High, Dracut High, Methuen High and Nashoba Valley Technical High schools; and a loan center in Lowell.