



For Immediate Release

Rogue Federal Credit Union Wins the Coveted Louise Herring Philosophy in Action Community Service Award for the Successful Execution of the Money Mammals Saving Money is Fun Kids Club.

The First Saving Money Is Fun Kids Club Partner, Oregon's Rogue Federal Credit Union, Wins Award

Los Angeles, Calif. (November 25, 2008) – Rogue Federal Credit Union has earned the Louise Herring Award for Philosophy in Action at the Credit Union Association of Oregon Annual Community Service Awards Banquet on October 8, 2008 through its successful launch of The Money Mammals *Saving Money Is Fun Kids Club*. This prestigious award proves that the *Saving Money Is Fun Kids Club* has made an exceptional effort to include credit union philosophy in Rogue Federal's daily operations and member service.

Rogue's Kerrie L. Davis is thrilled with the honor, stating, "Rogue Federal Credit Union is very excited about winning the Louise Herring Award for its part in helping to create the Saving Money is Fun Kids Club. It is imperative that we teach our youngest members about credit union philosophy, the credit union difference, social responsibility and financial education. The *Saving Money is Fun Kids Club* is an exciting new youth savings program that supports and teaches credit union philosophy for our young members. Winning this award confirms what we know already... there is no better time than right now to teach the credit union difference!

As John Lanza, the *Kids Club* program's creator, states, "Just as we read to our kids when they are very young to help expose them to the wonder of reading, we must expose our young ones to the importance of sharing, saving and spending smart. Establishing good money habits young is imperative so that we're not forced to correct bad habits later. The Money Mammals *Saving Money Is Fun Kids Club* can help kids learn essential good money habits today. Winning the Louise Herring Award is an amazing honor and underscores the philosophical similarities we share with our partner credit unions across the country."

The *Saving Money Is Fun Kids Club* program is designed to help attract and retain children ages zero to 11 and is available for license to credit unions nationwide. The program encourages kids to open accounts that will start them on the right track towards a positive financial future. The *Kids Club's* overall goal is to help build and solidify member loyalty at an early stage. The club's mission is to get kids and parents to associate great money habits with its credit union partners.

The club engages kids with video, print and online media. It's the only club available for license that features original games that entertain and educate. And, most importantly, the program helps its partners grow their youth membership. Rogue Federal Credit Union has seen a 22% increase in membership in just the first half of this year. Find out more at <http://themoneymammals.com/kidsclub.php>.

Here are a few *Kids Club* projects that are in the works:

- The program will soon launch a custom branded game in which kids can run their own credit union. This game will be geared, like many *Kids Club* games, towards older kid members.
- The club is working with Rogue Federal on the third annual *Money Mammals Live* tour in April 2009 (National Financial Literacy Month) that it hopes to replicate in other parts of the country.
- The *Kids Club* is creating a leadership guide to accompany the award-winning Money Mammals DVD with activities and lessons that can be used by volunteers who are going into schools.

About The Money Mammals

Developed by the producer of an Emmy-aw ard winning children’s show in conjunction with a terrific educational team, “The Money Mammals: Saving Money Is Fun” DVD is the first video created specifically to teach kids about the value of money. Joe the Monkey, Piggs the Bank and friends help entertain and engage kids and parents alike, who will laugh, sing and learn with the upbeat songs and story line that illustrate the importance of saving money. The Money Mammals is also proud to be affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. The Money Mammals DVD has received the Dr. Toy 10 Best Socially Responsible Products award, a KIDS FIRST! Endorsement, a Family Choice Award and the Film Advisory Board’s Award of Excellence. The DVD is sold online at www.themoneymammals.com and is also available on Amazon.com and Netflix. “The Money Mammals” video content is also now available via a partnership with Studio 4 Kids video-on-demand programming via digital cable, satellite, IPTV and broadband in Studio4Kids.tv. For more information, visit the website: www.themoneymammals.com.

About Rogue Federal Credit Union

Rogue Federal Credit Union is a relationship-based service organization partnering to grow financially healthy, secure families and communities. Rogue Federal has been serving the Rogue Valley for over 50 years. Rogue Federal is a federally chartered, community-based credit union whose membership includes all who live, work, worship or attend school in Jackson, Josephine and Klamath counties. Rogue Federal serves over 44,000 members with an asset base of over \$400 million and a loan portfolio of \$320 million. Branches are located in Medford, Ashland, Central Point, Grants Pass, Eagle Point and Klamath Falls.

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