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## Media Release

FOR IMMEDIATE RELEASE

### DIRECTIONS CREDIT UNION LAUNCHES MYLIFE@DIRECTIONS CU

September 11, 2009, Ohio - According to many published surveys, the teens of this country want to know more about personal finance, but have few opportunities to learn. Directions Credit Union is tackling this issue with two initiatives. The first initiative involves more financial literacy education being delivered by Directions Credit Union staff partners in local schools, libraries, youth centers, juvenile detention centers, and churches. The second initiative is the launch of a series of age specific products and services known as **MyLife@Directionscu**.

Directions' new **MyLife Youth Accounts** were designed to help kids ages 0-12 learn the basics of healthy saving and spending. The **MyLife** youth products include *MyLife Savings*, *MyLife Goal Savings*, *MyLife Youth Share Certificate*, and *MyLife Automatic Allowance*.

The new **MyLife Teen Accounts** were created to teach teens ages 13-17 good financial habits and to give teens the responsibility and independence they need. The **MyLife** teen products include the same youth products mentioned above along with the *MyLife e-Checking* and the *MyLife First Time Auto Loan\**.

**MyLife Adult Accounts** include the same accounts as youth and teen, as well as the *MyLife VISA* and the *Student Choice Loan*. These accounts were created to help young adults, ages 18-24 master good financial habits and learn the value of establishing and maintaining good credit. By completing online courses, younger members are given incentives which include discounted loan rates and a one-time financial forgiveness NSF "Oops" coupon. To find links to valuable resources (Googolplex, BalanceTrack, and the Ohio Credit Union League's Money & Stuff) and to learn more about Directions' youth products, visit [www.directionscu.org](http://www.directionscu.org).

Financial knowledge has a vital impact on most of the decisions we make in life. Directions Credit Union believes it is more important than ever to educate, equip, and empower the young citizens of our communities. It is Directions' hope that through financial education, Ohio's youth will gain the knowledge and skills needed to take control of their financial destiny, whatever direction it may take.

\*MyLife First Time Auto Loan requires a co-signer.

*Directions Credit Union was founded in 1953 as St. Clements Credit Union. Over the years, the credit union has grown to become the 4<sup>th</sup> largest credit union in the State of Ohio. Directions Credit Union has current assets of more than \$530 million and nearly 75,000 members. There are 9 branch locations in the Toledo Area and 11 branch locations in Central Ohio. Directions offers a full array of financial services including savings, checking, investments, auto loans and leasing, mortgage and home equity loans, credit cards, personal loans, and business services. These offerings generally feature better rates and lower fees than traditional banks. Membership is available to persons who live, work, worship, attend school or volunteer in Wood, Fulton, Lucas, Huron, Ashland, Richland, Wayne, Knox, and Tuscarawas Counties. To learn more about Directions Credit Union visit [www.directionscu.org](http://www.directionscu.org).*

