



# Maine Credit Union League

## **FOR IMMEDIATE RELEASE**

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### **Maine Credit Unions Launch New Elementary Curriculum**

*Innovative program will teach students about money management*

**(WESTBROOK)** – The Maine Credit Union League is pleased to announce the launch of a new program designed to teach younger Mainers about the importance of money management. Through Maine Credit Unions’ Elementary Curriculum, students can receive age-appropriate financial education lessons through the help of their local credit union.

“A solid financial education starting at a young age is extremely important to success later in life,” said Tim Brooks, Vice President of Corporate Marketing and Communications at the Maine Credit Union League. “It’s for this reason that providing financial education to Mainers of all ages and from all backgrounds is an important priority for both the League and Maine’s credit unions.”

With unique lessons for each grade (K through five), the program covers the basic concept of what money is and the purpose it serves, the difference between goods and services, identifying and counting money, differentiating between wants and needs, banks and credit unions, and more. Lesson plans take students approximately one hour to complete and can be led by a credit union employee or volunteer.

“While virtual education outreach has been effective over the past year, we recognize the tremendous value and impact of in-person engagement,” said Jake Holmes, Financial Literacy Outreach Coordinator at the Maine Credit Union League. “Schools are looking forward to the return of hands-on financial education. Now that credit unions have access to this turnkey curriculum, it will be easier than ever to meet the needs of schools throughout the state.”

In addition to the elementary curriculum, Maine credit unions provide both virtual and in-person financial education for high school students through their [Financial](#)

Fitness Fair program. An educational program geared for middle school-aged children is currently being finalized and will launch next year.

Schools that are interested in learning more about the Maine Credit Unions' Elementary Curriculum should contact the Maine Credit Union League or a credit union in their community.

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### About the Maine Credit Union League

The Maine Credit Union League is a nonprofit, professional trade association that exists to serve Maine's credit unions. Founded in 1938, the League's mission is to help credit unions succeed and improve the financial lives of their members. As the trade association for Maine's credit unions, the League provides advocacy, education, and other resources designed to assist credit unions in meeting the needs of their membership. For more information, visit [www.maine cul.org](http://www.maine cul.org).