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For Immediate Release

UK Federal Union Announces Partnership with Zogo Finance

Lexington, KY - The University of Kentucky Federal Credit Union (UKFCU) has partnered with Zogo, the gamified financial literacy app, since 2020 to provide engaging, accessible financial education resources within their community. UKFCU membership is not required to use Zogo, and the Zogo app is free to download with no in-app purchases.

Developed by students and scientists at Duke University, the Zogo app offers more than 350 action-based modules in personal finance topics, from opening a bank account to protecting your investments. All modules meet national standards for financial literacy curriculum, and are short enough to be completed on-the-go and fit into virtually any schedule. UKFCU's partnership with Zogo allows users to redeem "paw points" earned within the app for rewards including gift cards for popular retailers as well as access to the all-new UKFCU Esports Lounge located at the University of Kentucky. The partnership embodies UKFCU's commitment to cultivating new technologies and leading their community with innovative resources promoting financial wellness, and users can expect updated content and new features in the latter half of 2021.

"Without financial literacy, it is nearly impossible to achieve true financial freedom, and educating our community in a convenient and secure way is a core value of our credit union," said David Kennedy, President/CEO. "These are goals that UKFCU, Zogo, members, and students are now coming together and working toward. We are excited to see the next generation becoming more interested in financial literacy, and Zogo has removed any barriers for them to start learning right away at their own pace."

To learn more about UKFCU's partnership with Zogo Finance, visit www.ukfcu.org/zogo.



Zogo Finance logo

About UKFCU: Founded in 1937 by members of UK's College of Agriculture, the UK Federal Credit Union (UKFCU) has been proudly serving the University of Kentucky and Central Kentucky for 83 years. Driven by the core mission of members helping members achieve financial well-being, UKFCU has grown to nearly 100,000 members and over \$1 billion in assets. UKFCU is a full-service financial institution offering a wide assortment of products and services, ranging from checking and savings accounts to auto loans and mortgages to commercial loans and investment services. Located in Lexington, Kentucky, UKFCU has six branch locations, and mobile and online banking to help keep members connected to their accounts. For information about how to join the UK Federal Credit Union, visit www.ukfcu.org.

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