**NEW ENGLAND FEDERAL CREDIT UNION**

**141 Harvest Lane**

**Williston VT 05495**

**nefcu.com**

**facebook.com/NEFCUVT**

**twitter.com/NEFCU**

**NEFCU News Release**

**For Immediate Release**

**April 5, 2021**

**Contact: Patricia Selsky, NEFCU Financial Education Director; 802.764.6940** [**selsky@nefcu.com**](about:blank)

**INNOVATIVE FINANCIAL LITERACY APP COMES TO VERMONT**

**DURING FINANCIAL LITERACY MONTH**

Williston, VT— This past year dealing with COVID has emphasized the importance of financial well-being. April’s Financial Literacy Month highlights that everyone benefits from financial education, as research demonstrates:

* Two in three families don’t have an emergency fund
* Three in five families don’t keep a budget
* Fewer than one in 5 adults feels confident in their ability to save to reach short and long-term goals

NEFCU is excited to announce a unique digital solution to enhance personal finance - an app called Zogo. NEFCU has partnered with Zogo to provide free financial education for all Vermonters 13 years of age and older. This mobile app is a fun and engaging way to increase financial literacy.

The award-winning app, created by Duke University student Bolun Li in January 2019, was designed to engage young adults in their financial futures. "We're incredibly excited to partner with NEFCU on its financial education efforts,” stated Li. “This collaboration will bring Zogo's gamified financial literacy app to Vermont and empower a new generation of consumers to get paid while learning about money."

Zogo has over 300 short, bite-sized educational modules allow participants to learn at their own pace. The modules are aligned with the JumpStart Coalition’s National Standards in K-12 personal finance education. Users earn points that can be redeemed for gift certificates from some popular brands like Amazon, Target, Apple, Starbucks, Adidas, etc.

“At NEFCU, we’re committed to the economic well-being of our members and communities. Zogo shares our passion for engaging and accessible financial education” said Patricia Selsky, NEFCU Director of Financial Education. “Zogo provides an equitable opportunity for everyone to learn and making a great financial decision has never been easier.” Download Zogo today and sign in using the **code NEFCU.**

New England Federal Credit Union (NEFCU), headquartered in Williston, Vermont is a member-owned financial institution serving communities in twelve counties of Vermont: Addison, Bennington, Caledonia, Chittenden, Franklin, Grand Isle, Lamoille, Orange, Rutland, Washington, Windham, and Windsor; and four counties in New Hampshire: Cheshire, Grafton, Merrimack, and Sullivan. For more information about membership requirements and benefits, visit nefcu.com.

-30-