



Palisades Federal Credit Union  
300 N. Middletown Road  
Pearl River, NY 10965

T 845.602.4242  
F 845.602.4444  
[www.palisadesfcu.org](http://www.palisadesfcu.org)

# NEWS RELEASE

**For Immediate RELEASE**

**Media Contact:**

Anthony Pili  
845.602.4737  
[apili@palisadesfcu.org](mailto:apili@palisadesfcu.org)

## **Palisades Federal Credit Union Celebrates National Credit Union Youth Week (April 20-26)**

**Pearl River, NY – April 1, 2008** – Palisades Federal Credit Union (PFCU) and credit unions across the nation will be participating in the 7th annual National Credit Union Youth Week. During the week of April 23-28, credit unions will take the opportunity to stress the importance of financial education and use the week to inform children and parents of the importance of financial literacy.

This year's youth theme, "Got Green? Grow It at Your Credit Union", aims to help children understand the credit union difference, explaining that as members of a not-for-profit financial cooperative, they earn better rates on savings and loan products, pay lower fees, and receive personalized service.

In conjunction with National Credit Union Youth Week, PFCU will also be participating in the National Youth Savings Challenge, inviting young people to open savings accounts and make savings deposits during this week.

Any young person under the age of 18 who visits any of there branch locations during Credit Union Youth Week will be eligible for a special prize drawing of \$100 deposited into their PFCU savings account as well as temporary tattoos, stickers, and piggy banks for conducting banking transactions.

"We invite all Rockland county young people and their parents to visit PFCU during National Credit Union Youth Week to explore, learn and grow their

financial management skills,” said Mark Welshoff, president and CEO of Palisades Federal Credit Union.

Connie Craven, VP of Sales and marketing for Palisades Federal Credit Union explained, "Through Credit Union Youth Week and other programs, we have a great opportunity to provide useful personal finance tools that students will use for years to come. In addition, we hope to help make more parents aware of the crucial role they can play in helping their children to become fiscally responsible adults. It is essential that we remember that today's youth are tomorrow's adults and what they learn now about money management will shape their ability to be fiscally responsible throughout their lives."

#### About Palisades Federal Credit Union

Headquartered in Pearl River, N.Y., Palisades Federal Credit Union ([www.palisadesfcu.org](http://www.palisadesfcu.org)), with over \$147 Million in assets, is the largest Rockland county based credit union. Palisades Federal Credit Union operates 3 branches and provides full service banking products and surcharge-free access to over 33,000 ATMs to anyone who lives, works, studies, or worships in Rockland County.