

FOR IMMEDIATE RELEASE

San Mateo Credit Union Reminds Community Kids That Money Rocks

In honor of National Credit Union Youth Week, April 17-23, 2011, San Mateo Credit Union (SMCU) is celebrating for the entire month of April with a variety of fun-filled promotions designed expressly for the younger members of the community.

The theme of the festivities, "Money Rocks at My Credit Union," has been developed to show children of all ages that SMCU is a very cool place to turn when they want to learn about the benefits of saving money.

In keeping with the kid-focused concept, children who make a deposit into an existing Youth Savers Account, Youth Certificate, or Student Checking account during the month of April will receive a raffle ticket that enters them into a weekly drawing for an Xbox 360 with Kinect for controller-free gaming. Those who open a new Youth Savers account, 12-month certificate, or Student Checking account within the month of April will receive ten raffle tickets for a chance to win one of the four Xbox 360 consoles.

San Mateo Credit Union believes that lessons about saving should start at an early age and the purpose of this youth promotion is to encourage young people to save in a fun and rewarding way. SMCU supports parents in their goal to teach their children the benefits of sound money management.

To learn more about SMCU's youth accounts or to find a branch location, visit smcu.org or call Member Service at (650) 363-1725..

About San Mateo Credit Union (SMCU)

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 67,000 individuals and manages over \$600 million in assets. Seven conveniently located branches, enhanced by a sophisticated online banking system, bring a full range of financial services within easy access. For more information or to locate a branch, visit smcu.org or call Member Service at (650) 363-1725 Monday through Friday, 8:00 a.m. to 6:00 p.m., and on Saturday from 9:00 a.m. to 3:00 p.m.