



Media Contact:
Alexandria Resetar
Marketing Specialist
Office: (717) 591-1285
aresetar@americhoice.org



FOR IMMEDIATE RELEASE

June 24, 2021

AmeriChoice Wins Pennsylvania Desjardins Award

AmeriChoice Federal Credit Union is pleased to share that their *Friday Night Rivals Football Financial Literacy* program has won the 2021 Desjardins Youth Financial Education Award.

AmeriChoice was the Financial Literacy Sponsor for CBS21's Friday Night Rivals Football Games, which aired local high school football games throughout the fall. The AmeriChoice Marketing and Business Development Team was able to present mini Financial Literacy lessons during commercial breaks and reached not only students and parents, but community members as well.

"It was important for our team to find ways to provide much needed financial education regardless of the restrictions presented by the pandemic. Our partnership with CBS21 was an excellent way to achieve this goal while also supporting the strong local connection to high school sports" said AmeriChoice Vice President of Marketing Brittney Monteith.

The award was presented at the CrossState Credit Union Association's virtual convention in May and AmeriChoice's win will go on to represent Pennsylvania at the national level in the fall.

The Desjardins Award was named after Alphonse Desjardins and recognizes leadership in financial literacy in the credit union movement. Desjardins was a pioneer in bringing the credit union movement to North America and encouraged youth savings clubs, along with a credit union presence in schools.

AmeriChoice Federal Credit Union is a full-service financial institution serving people who live, work, worship or attend school in Adams, Cumberland, Dauphin, Lebanon, Perry or York counties in Pennsylvania. With over 14,500 members and assets exceeding \$200 million, the credit union's focus is on *Building Relationships for Life*.

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