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**FOR IMMEDIATE RELEASE**

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## Minnesota Credit Union Foundation supports PBS program by kids for kids

### ***Foundation provides grant to financial education-based program BizKid\$***

**ST. PAUL, Minn.** – Continuing its efforts to hone in on financial literacy as its core focus, the Minnesota Credit Union Foundation has provided a grant to BizKid\$, a public television program aimed at financial education for students.

Biz Kid\$, an Emmy-award winning series that launched in 2008, teaches students how to use credit wisely and reinforces the importance of budgeting, saving and giving back to the community.



“The Minnesota Credit Union Foundation is proud to once again support BizKid\$, a program we have helped fund for the past three years,” said MnCUF Chairman Pat Brekken, President of Richfield Bloomington Credit Union. “Thanks in part to the Foundation’s grant, our credit unions can use this relevant and engaging tool to provide financial education to their members and communities across the state.”

BizKid\$ has national support from America’s Credit Unions, a coalition of more than 130 credit unions, leagues, foundations and affiliates – including the Minnesota Credit Union Foundation – and from the National Credit Union Foundation. Since fundraising for the show began, the credit union system and its affiliates have contributed more than \$10.4 million to the production of the BizKid\$ series, its website and curriculum.

As national underwriters, credit unions have full access to the show and the curriculum, which is designed for families and children from fifth grade through high school. The series is based on national financial literacy standards. Box sets can be purchased at cost or recorded off of PBS, and the curriculum is free and available for download from the BizKid\$ website. In addition, credit unions have a 15-second underwriting spot that begins and ends each episode, and credit unions are recognized on the BizKid\$ site, classroom curriculum and outreach materials.

(more)

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In its fourth season, which began airing in April, BizKid\$ returns with more fun financial lessons. The season's 13 episodes focus on life skills such as goal-setting, protecting against identity theft and understanding taxes. And they also feature kids such as an 11-year-old iPhone app designer, a 15-year-old aviator who purchased his own plane, and a 16-year-old with a fashion recycling business.

With a viewership of 271 million, BizKid\$ has aired on more than 340 PBS stations nationwide, in all 50 states. BizKid\$ has the highest pick-up rate with public broadcasters of any children's program broadcast by American Public Television; more than 1.2 million people tune in to each episode.

"The Minnesota Credit Union Foundation is committed to financial literacy, as demonstrated through this grant and other recent initiatives," Brekken said.

This fall, Minnesota credit unions will also have the opportunity to take part in an online series of financial education trainings offered through the University of Minnesota Extension, funded by MnCUF. These webinars are intended to improve the financial literacy levels of Minnesota educators of all types, including classroom teachers, agency staff, financial professionals, and others who teach personal finance.

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*The Minnesota Credit Union Foundation is a non-profit organization founded in 1969 to serve as a charitable arm of the Minnesota credit union movement. For more information, visit [www.mncufoundation.org](http://www.mncufoundation.org).*

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