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FOR IMMEDIATE RELEASE

March 25, 2010

Day Air Credit Union wins Youth Achievement Award

Kettering, Ohio – March 25, 2010 – Day Air Credit Union was recently honored with a Desjardins Youth Financial Education Award for exemplary efforts in financial education for youth by the Ohio Credit Union League.

The Desjardins Youth Financial Education Award recognizes leadership within the credit union movement on behalf of youth financial literacy. Involvement in activities that raise awareness and marshal resources on behalf of youth financial literacy are the criteria for the award. This includes public relations, teacher and classroom volunteer training, advocacy, and coalition building.

Day Air’s mission is to improve the financial condition of members and the community in which we serve. Last year we educated over 1300 youth and 750 adults through educational seminars.

“We are so honored to be a recipient of such a prestigious award. Day Air’s mission is to improve the financial well being of others and one of the ways we do this is through consistent financial education in the communities we serve,” says Melissa Johnson, Senior Vice President of Day Air Credit Union.

The award is named in honor of Alphonse Desjardins, the founder of the North American credit union movement, who established the first “caisse populaire” or people’s bank, in Quebec in 1900, and helped establish the first American credit union in New Hampshire in 1909. Desjardins was an ardent believer in the value of teaching children to save, and he promoted the idea of in-school savings programs.

If you would like Day Air to come to your organization, please call us at 937.643.2160. We have seminars on a myriad of financial topics but we can customize topics for your group.

Day Air Credit Union with over \$202 million in assets and more than 25,000 members is a not-for-profit, full-service financial institution, proudly serving businesses and residents of the Miami Valley.

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