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Program Sponsored by Day Air Credit Union Wins National BBB Award

KETTERING, OHIO, October 26, 2011 – Recently, representatives from the Better Business Bureau of Dayton/Miami Valley, Inc. attended the Council of Better Business Bureaus' Assembly of Better Business Bureaus in Seattle, Washington. The BBB of Dayton/Miami Valley, Inc. was recognized with an award for its new Girl Scout program, sponsored by Day Air Credit Union, Inc., *Smart Choices In Life & Business*, which was a free, day-long program for area Girl Scouts, our future consumers and business leaders. The course addressed financial literacy issues, as well as career/business/leadership topics. The judges stated this program and its specific course content was "intriguing," "innovative in its approach" and "took the BBB and its Accredited Business sponsor directly into the lives of young consumers."

At the event, Day Air Credit Union was able to put together financial education sessions for young girls at different stages of childhood. The program provided a unique sponsorship opportunity for Day Air. About 150 girl scouts of all ages - ranging from Daisies to Seniors - participated in the program this past spring. "Providing financial education to youth is something Day Air takes great pride in" says William Burke, President and CEO of Day Air Credit Union. "If children learn about money and managing money at an early age, it will encourage good habits that last throughout their lives."

Day Air Credit Union and the Better Business Bureau of Dayton/Miami Valley plan to hold the *Smart Choices In Life & Business* event in the spring of 2012 again. For more information please contact Bettina Buscemi, Business Development Manager at Day Air Credit Union, at (937) 643-2060 or email her at bbuscemi@dayair.org.

DAY AIR CREDIT UNION, established in 1945, proudly serves businesses and residents of the Miami Valley in southwest Ohio. With over \$220 million in assets and more than 26,000 members, Day Air is a not-for-profit, full-service financial institution. Credit Union members have access to thousands of surcharge-free ATMs and thousands of shared branches nationwide. Membership is open to people living, working, worshipping or attending school in Butler, Champaign, Clark, Darke, Greene, Miami, Montgomery, Preble and Warren counties. Visit www.dayair.org for more information.

BETTER BUSINESS BUREAU DAYTON/MIAMI VALLEY, the leader in advancing marketplace trust, is an unbiased nonprofit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. Your BBB provides objective advice, free business BBB Reliability Reports™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust. To further promote trust, your BBB also offers compliant and dispute resolution support for consumers and businesses when there is a difference in viewpoints. The first BBB was founded in 1912. Today, 125 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than four million local and national businesses and charities. Please visit www.bbb.org for more information about your BBB.

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