

## **FOR IMMEDIATE RELEASE**

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### ***Day Air to jumpstart 2010 continuing to educate youth in the Miami Valley***

**Kettering, Ohio - January 9, 2010** – Day Air Credit Union will conduct a three week series of ‘Share, Save, Spend Smart too’ curriculum from their Money Mammals Saving Money is Fun Club at the Wilmington Pike/Stroop Branch of the Dayton Metro Library. This exciting series will take place on Tuesdays (1/12, 1/19, & 1/26) from 3:30pm to 4:30 pm.

During this three week series we will creatively educate youngsters ages 3 to 5 on a myriad of fun financial topics; allowance & spending, needs versus wants, making choices, and how saving and sharing is fun. Each week we will have fun, creative projects in order to demonstrate the topics.

William J. Burke, President and CEO, says “one of Day Air’s main purposes is to educate everyone, especially the youth, on the importance of responsible money management and it is never too early to start. I think the current environment proves that financial literacy is of utmost importance so we don’t repeat history.”

Day Air held educational sessions that reached over 1300 youth last year and will continue with hopes to increase that number in 2010. Day Air kicked off The Money Mammals Saving Money is Fun club in mid 2009. Anyone is welcome to visit the site and check out the interactive activities that can help educate young ones on smart money practices - <http://www.dayair.org/accounts/youth-savings.htm>.

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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