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Contact: BrittanyDickey@alabamaone.org

Owls may be Wise, but (Berenstain) Bears teach kids to Save Money

Investing in the future of any child is a noble idea – teaching them to invest in their own is even better. Alabama One Credit Union has enlisted the help of the Berenstain Bears to launch a new savings account and educational program designed to teach children 12 and under positive money management skills.

The Berenstain Bears CUB account grows in value as children do. More importantly, young people are exposed to hands-on activities that encourage kids to save money and offers age-appropriate insight into the benefits of credit union membership. “We are really excited about the new Cub Saving Account and having the Berenstain Bears on our team. Many of our members with school-age children grew up on these books and cartoons and their appeal to children has proven to be timeless,” said Tanya Winstead, Community Outreach and Events Officer.

Since debuting in 1962, the Berenstain Bears book series has grown to over 300 titles and have sold over 300 million copies worldwide. The material provided by Alabama One features stories and lessons in the same familiar Berenstain Bear style and have been well received by parents and children alike. “We’ve found that kids have been very responsive to the message in the story and studies have shown that children that participate in early money management programs have a greater chance of maintaining those good habits later in life,” Winstead said. “And besides, who doesn’t love a teddy bear?”

For more information on Alabama One Credit Union’s CUB accounts, please contact 800-225-0110 or visit alabamaone.org.

Deposits at Alabama One are protected and administered by the National Credit Union Administration, NCUA. The NCUA Share Insurance Fund insures individual accounts up to \$250,000, and a member’s interest in all joint accounts combined is insured up to \$250,000. The Share Insurance Fund separately protects IRA and KEOGH retirement accounts up to \$250,000. The Share Insurance Fund has the backing of the full faith and credit of the United States. Alabama One serves 60,000 plus members and has assets of approximately \$580 million and has a field of membership which includes 21 Alabama counties.

Alabama One Credit Union
1215 Veterans Memorial Parkway
Tuscaloosa, Alabama 35404
205-342-0165 office
205-562-2315 fax