



MEDIA RELEASE

For immediate release

Kootenay Savings Celebrates Financial Literacy Month by Empowering Youth Across the Region

\$10,000 in prize money available for participating schools

In recognition of Financial Literacy Month this November, Kootenay Savings Credit Union is bringing financial education directly into local classrooms, helping students develop healthy money habits and financial confidence.

Through this initiative, KSCU staff members will visit elementary and high schools throughout KSCU's service area to deliver engaging presentations focused on money management fundamentals. The presentations are designed to help students understand important concepts such as saving, budgeting, goal setting, and making informed financial decisions.

"Financial confidence can change the course of a young person's life, and those lessons should start early," said Brent Jossy, Manager of Marketing & Brand Experience at Kootenay Savings. "By bringing practical, engaging financial education into classrooms and investing \$10,000 directly into local schools, Kootenay Savings is stepping up to help students build skills that will strengthen communities across the Kootenays for years to come."

To make learning even more exciting, KSCU's age-friendly presentations will feature interactive games, challenges, and activities that encourage participation and reinforce key financial concepts in a fun and engaging way.

As part of the program, KSCU is offering \$10,000 in prize money to participating schools to support initiatives that create meaningful impacts for students. Prize funding will be awarded as follows:

- 1 prize of \$3,000
- 1 prize of \$2,000
- 5 prizes of \$1,000

Schools can direct prize funds toward initiatives that support food security programs, mental health and wellness initiatives, and numeracy resources or educational supports.

Presentations will be delivered throughout October and November, with the prize draw occurring in early December.

For more information and details, visit our website at kscu.com.

About Kootenay Savings Credit Union

Kootenay Savings Credit Union is a member-owned financial cooperative committed to improving the financial well-being of its members and the communities it serves. Through community investment, financial education, and local partnerships, KSCU continues to make a positive difference throughout the Kootenays.

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