



NEWS RELEASE

FOR IMMEDIATE RELEASE

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NWFCU promotes financial literacy to surrounding community, features 'Sammy the Saver' Rabbit at Halloween Parade

Herndon, VA – Northwest Federal Credit Union (NWFCU) has a history of promoting financial literacy to its local elementary schools. Now, its efforts have stretched to the neighboring community of Vienna, Virginia where the Credit Union featured Sammy the Saver Rabbit as its parade entry in the 60th Annual Vienna Halloween Parade held on October 25, 2006. Sammy is the adventurous character in author Sam X Renick's book series that emphasizes the importance of saving and reading as its central themes.

Northwest Federal's parade entry showcased banners reading, "Sammy Rabbit & Northwest Federal Saving Children's Lives One Dime at a Time!" attached to a truck driven by NWFCU President/CEO, Juri Valdov. Spotlights were on Sammy as he wowed the crowd and danced his way down Maple Avenue to the title cut from his CD, "*Get in the habit says Sammy rabbit, saving money all the time...from every dollar, save a dime*". The Northwest Federal Credit Union Foundation provided goody bags, complete with Sammy's book, to all children participating in the parade.

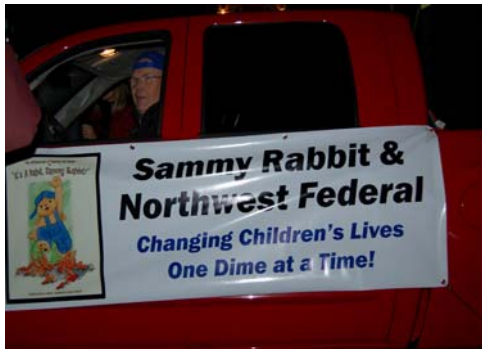
"Our forefront is financial education, so building our parade theme around Sammy made perfect sense," said Valdov. "The message he brings is vitally important and transcends to people of all ages."

Earlier in the day, NWFCU sponsored Sammy's book readings at its partner school, Dranesville Elementary, where Renick challenged children to submit a two-page story idea for a future book in the Sammy series. The story contest winner will receive \$100 deposited into his/her NWFCU savings account. Sammy and Northwest Federal are looking forward to reading the children's exciting stories.

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Northwest Federal Credit Union Foundation • 703.709.8900, ext. 6410 • toll-free 1.800.336.3384
The Foundation was established in 2004 to promote and manage Northwest Federal Credit Union's philanthropic activities as well as to direct financial literacy and other charitable programs which reflect the interests of its membership and the communities it serves. The Foundation is a 501(c)(3) organization. Donations are tax deductible for those who itemize deductions. The Foundation operates independently of NWFCU.

NWFCU & Sammy Rabbit help spread financial literacy message to community



Juri Valdov, NWFCU President/CEO, leads the way for financial literacy and guides Sammy Rabbit down Maple Avenue at the Annual Halloween Parade in Vienna, Virginia.



Sammy Rabbit, author Sam Renick, and NWFCU's Outreach Manager Barbara d'Andrade pose with children after an interactive book reading sponsored by Northwest Federal Credit Union Foundation.



Sammy Rabbit and author Sam X Renick greet the crowd during the Halloween Parade in Vienna, VA.



Author Sam X Renick and Sammy Rabbit teach children how saving will make their money , "grow, and grow, and grow." Sammy's financial literacy visit was sponsored by the Northwest Federal Credit Union Foundation.



Sammy dances to his favorite song, "For every dollar, save a dime" while NWFCU employees carry the banner at Vienna, Virginia's 60th Annual Halloween Parade.



Sammy Rabbit shakes hands with the children who cheer him on as NWFCU's parade entry makes his way down the parade route in Vienna, Virginia.