



NEWS RELEASE

FOR IMMEDIATE RELEASE

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NWFCU sponsors "Sammy Rabbit" storybook character at local elementary schools

Program teaches children the importance of reading & saving money

Herndon, VA – Northwest Federal Credit Union (NWFCU) recently brought the concept of saving money to the forefront of youngster's minds with a guest appearance by Sam X Renick, a children's author who incorporates saving themes into his books. Hundreds of children at Dranesville Elementary, St. Joseph's School and Herndon Elementary were treated to an interactive book reading, lively music, and surprise appearance from costumed character Sammy Rabbit on May 22, 2006.

"We sponsor a Penny Power reading program at local schools and believe Sammy's message works perfectly with our efforts to educate youth on the importance of reading and saving money," said NWFCU Outreach Manager, Barbara d'Andrade. Renick, who is based in Los Angeles, California, visited Dranesville Elementary, the Credit Union's business partner, last October for the kick-off of NWFCU's reading program. Sammy's presentation was so popular, NWFCU decided to sponsor a return visit—complete with donated copies of his book to all children in attendance—so that neighboring schools could also hear his message.

The presentation began with Renick telling the children why he wrote the story, *It's a Habit, Sammy Rabbit!*, wherein Sammy saves his family from impending disaster with his stockpiled supply of carrots. As the story reading ended, Sammy Rabbit made his surprise appearance and started to dance to his favorite song, *Get in the habit of Sammy Rabbit, saving money all the time!*

Carolyn Gannaway, principal for Herndon Elementary School, said, "It was fantastic! The kids loved Sammy and they'll definitely go home singing his chorus 'from every dollar, save a dime.' What a great way for them to remember his message and be able to share it with their parents."

NWFCU will feature Sammy Rabbit in its parade entry at Vienna's 2006 Halloween Parade—just another way the Credit Union is spreading the importance of financial literacy to the community.

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Northwest Federal Credit Union • www.northwestfcu.org • 703.709.8900 • toll-free 1.800.336.3384
Northwest Federal Credit Union is a full-service financial institution serving select government employees and 300+ companies in northern Virginia. Established in 1947 and headquartered in Herndon, Virginia, NWFCU is dedicated to its members and the surrounding community. The Credit Union currently has more than 83,000 members and assets in excess of \$1.5 billion. For more information, please visit www.northwestfcu.org.

NWFCU: Sammy Rabbit teaches children the importance of reading and saving money



Sammy Rabbit and Author Sam X Renick demonstrate how saving will help the children's money "grow and grow and grow!"



Sammy shakes hands with the students as they leave the assembly.



After dancing to his favorite song, "For Every Dollar Save A Dime" Sammy Rabbit poses with Carolyn Gannaway, principal of Herndon Elementary School.