



NEWS RELEASE

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Contact: Barbara d'Andrade, NWFCU Foundation Managing Director
(Direct) 703.709.8900 ext. 6410, toll-free 1.800.336.3384
or bdandrade@northwestfcu.org

NWFCU Foundation promotes financial literacy and supports Children's Hospitals through a 'Sammy the Saver' Rabbit Extravaganza

Herndon, VA – Northwest Federal Credit Union (NWFCU) continues to reach out to young members and the community in an effort to promote financial literacy. Saturday, March 10, 2007, the NWFCU Foundation help spread the importance of early saving message through an interactive meet-the-author and book reading event at the NWFCU Enterprise Branch in Herndon, Virginia. The Sammy Rabbit Extravaganza featured Sammy Rabbit, the adventurous character in author Sam X Renick's book series that emphasizes the importance of saving and reading as its primary messages.

The Foundation's event gave members and their families an opportunity to meet the children's author, Renick, and enjoy an animated book reading and signing. Children especially enjoyed dancing with Sammy Rabbit to his popular music tunes and taking their photo with Sammy as a part of the event keepsake. To support NWFCU's ongoing Children's Miracle Network (CMN) fundraising initiative, all book and music CD proceeds from the event benefited CMN.

"Sammy's message of 'for every dollar, save a dime' is essential to not only our young members but to people of all ages," said NWFCU President/CEO, Juri Valdov. "We will continue to teach our young community the importance of saving early and Sammy Rabbit helps bring that message home."

The previous day, NWFCU Foundation sponsored Sammy's book readings at three local elementary schools where more than 975 students ranging in grades from kindergarten to third grade enjoyed an assembly with Renick and Sammy Rabbit. The school visits included a trip to Armstrong and Dogwood Elementary in Reston and Centreville Elementary School in Centreville.

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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

Sammy Rabbit greets NWFCU members with NWFCU Foundation employee, Laura Dawson, at the Northwest Federal Enterprise Branch in Herndon, VA.



Sammy dances to his favorite song, "For every dollar, save a dime" while NWFCU young members join in the fun.



Author, Sam X Renick, greets the children after an animated reading of his best selling book, "It's a Habit, Sammy Rabbit!"