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Financial "Aid" for Parents: Northwest Federal Credit Union Publishes Children's Book to Help Teach Smart Money Skills

Herndon, VA (January 8, 2010) – According to a 2008 study by The Hartford Financial Services Group, nearly 72% of parents surveyed acknowledged they are their children's primary source of personal finance education, yet 44% admit to needing more guidance on how to teach their children the skills to become financially responsible adults.

Northwest Federal Credit Union (NWFCU) has just published a children's book to help parents educate their kids on the importance of saving, spending and sharing money wisely. Titled *Westie's Triple-Decker Decision*, the colorful paperback chronicles how Westie, the credit union's West Highland White Terrier mascot, comes to his own conclusions of how to handle his allowance based on his mother's insightful teachings.

NWFCU will be donating copies of *Westie's Triple-Decker Decision* to local libraries and elementary schools. The book will also be available for purchase for \$5 at all NWFCU branches, with 100% of the proceeds benefiting the NWFCU Foundation, the credit union's 501(c)(3) organization which manages the credit union's charitable and financial education activities.

The book will make its debut at a special book signing party at NWFCU's Herndon Branch, 200 Spring Street, on Saturday, January 30 from 9AM-11AM. The author and illustrator will personally autograph copies of the book, and children will enjoy refreshments, a visit with Westie himself, and a take-home goody bag.

According to Gerriane Burks, NWFCU President/CEO, *Westie's Triple-Decker Decision* is part of a continual effort to reach out to youngsters and help give them a financial head start. "Children learn early concepts about money through observation," she states. "We're dedicated to giving parents real tools to aid their own teachings on money management and making the act of saving a life-long habit. With this new book, parents will have yet another useful tool to help their kids get money smart."

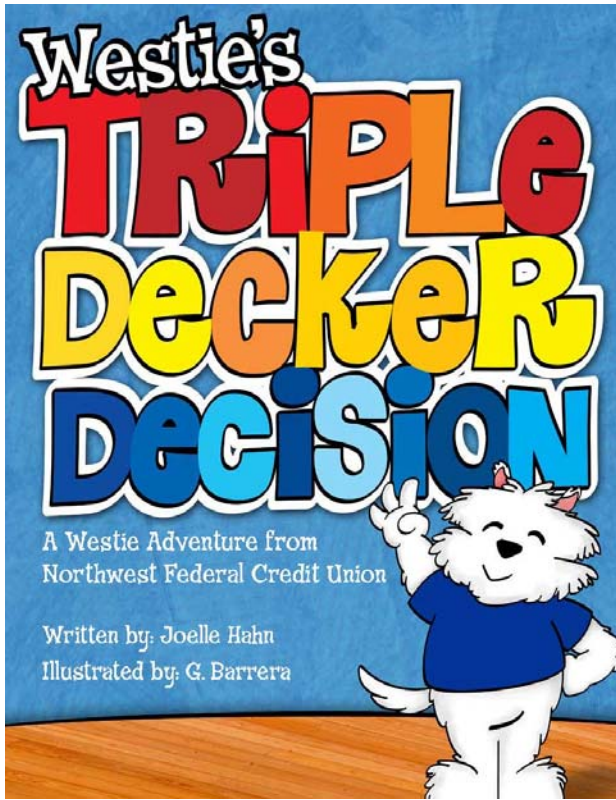
Author Joelle Hahn developed the story as both a read-to-me book for pre-schoolers and as a learn-to-read book for elementary-aged students. Ms. Hahn, who coordinated the launch of Westie's Kids Club and NWFCU's Youth Club Accounts, says she hopes the story will help children understand the importance of establishing a balance between saving, spending and sharing their money. "As a mother of two young boys, I understand the challenges of trying to instill basic money values in children. Westie's story evolved from a combination of my real-life experiences as a mom, my commitment to helping kids learn these basic principles, and my strong belief in the credit union difference."

Linda Rogus, Executive Director of the NWFCU Foundation, adds "We are constantly seeking new and creative ways to help children receive financial lessons they may not be learning in school or at home." Ms. Rogus cites *Westie's Triple-Decker Decision*, along with NWFCU's four age-appropriate Youth Club accounts, as two of the ways NWFCU is helping children learn the fundamentals of saving.

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Northwest Federal Credit Union is a full-service financial institution serving select government employees and 500+ companies throughout Northern Virginia. Established in 1947 and headquartered in Herndon, Virginia, NWFCU is dedicated to providing financial services and education to its members and the community. The Credit Union currently serves more than 100,000 members and has assets in excess of \$1.5 billion. For more information, visit www.nwfcu.org.



Westie's Triple Decker Decision cover



Westie the West Highland White Terrier, Northwest FCU's Youth Club Accounts mascot