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SCHOOLS FINANCIAL CREDIT UNION GIVES TEENS A FINANCIAL BITE OF REALITY

Sacramento, CA – Schools Financial Credit Union is proud to announce its participation in organizing a popular series of teen financial education events, known as “Bite of Reality,” in Sacramento and its surrounding areas.

The Bite of Reality program was created by the Richard Myles Johnson Foundation, a supporter of the financial education efforts of credit unions. Program events are held at area high schools, featuring a real-life simulation. Teens are issued a fictional occupation, salary, family, student loan debt, credit card debt and medical insurance payments. With this information, teens purchase housing, transportation, food, clothing, household necessities, daycare and other needs. The goal is to provide students with experience in making the challenging financial decisions they will face in adulthood.

The first event of 2015 will take place April 8 at Pleasant Grove High School in Elk Grove, California. Volunteers from Schools Financial, other area credit unions and members of the community will serve as mentors and play the roles of business people teens will encounter as adults, such as car salespeople, realtors, financial professionals and the like.

“Being involved in the Bite of Reality program is another example of Schools Financial upholding the Credit Union Movement of People Helping People,” said Vice President of Marketing Roy Worley. “Encouraging financial literacy is a top priority for the Credit Union and better positions our community for the future.”

About Schools Financial Credit Union
Founded in 1933, Schools Financial Credit Union serves more than 119,000 members and has over $1.5 billion in assets. Schools has 11 branches and offers Banking for EveryoneSM in Sacramento and its nine surrounding counties.

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