



## NCUA Media Release

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# NCUA Unveils “Pocket Cents,” a New Financial Literacy Website for Kids

*Fun Educational Tool Assists Youth in Building a Sound Financial Future*

**ALEXANDRIA, Va. (April 11, 2012)** – The National Credit Union Administration (NCUA) today launched the first phase of a free, new, and fun youth microsite—Pocket Cents—as part of the agency’s month-long financial literacy campaign.

“NCUA is committed to developing financial literacy materials for people of all ages,” said NCUA Board Chairman Matz. “Last year, we launched [MyCreditUnion.gov](http://MyCreditUnion.gov) geared to adults. Pocket Cents introduces young people to the benefits of credit unions and the importance of setting financial goals.”

Housed within NCUA’s free consumer website, [MyCreditUnion.gov](http://MyCreditUnion.gov), Pocket Cents provides access to tools and information designed to teach school-aged youth positive financial habits. The website offers important lessons about the value of a dollar and allows youth to explore the different currencies from around the world using an interactive map.

At Pocket Cents, youth will also discover the vital role credit unions play in their financial future. The website explains the history of credit unions, how to locate a credit union, and how to start a credit union right in their school.

The launch of Pocket Cents coincides with NCUA’s ongoing efforts to promote financial literacy during Financial Literacy Month. At the start of April, NCUA began a Twitter campaign with daily postings focused on themes like tax tips, money management for youth, savings, investing, retirement, and homeownership.

NCUA encourages teachers, parents, and credit unions to bookmark Pocket Cents as a helpful resource for young consumers. To view Pocket Cents, go to <http://mycreditunion.gov/pocketcents>.

*NCUA is the independent federal agency created by the U.S. Congress to regulate, charter, and supervise federal credit unions. With the backing of the full faith and credit of the U.S. Government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of nearly 92 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions.*

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