



For Immediate Release:

DFCU Financial contact:
Kim Ward Gabbert
313.322.8239
kimberly.gabbert@dfcufinancial.com

Detroit Public TV contact:
John O'Donnell
248-305-3781
jodonnell@dptv.org

**DFCU Financial to Work with
Detroit Public TV and Junior Achievement
to Teach Financial Literacy to Children**

DEARBORN, Mich., Feb. 5, 2008 – DFCU Financial, Michigan's largest credit union, has teamed with WTVS Detroit Public Television and Junior Achievement of Southeastern Michigan to teach financial literacy to children in upper elementary and middle school, a timely and critically important subject given the mortgage and financial crisis facing many people in our area today.

The partnership centers on *Biz Kid\$*, a new 30-minute Financial Literacy series airing Tuesdays at 5 p.m. on Detroit Public TV Channel 56, that entertains and teaches kids how to make and manage money and credit. DFCU Financial is the sponsor of Biz Kids and will be the catalyst that will take the financial literacy content into local classrooms in combination with Junior Achievement's existing program.

"DFCU Financial's philanthropic mission is education and we accomplish this through monetary support and by teaching financial literacy to children," said Mark Shobe, president and CEO of DFCU Financial. "Biz Kids is perfectly aligned with our mission and its content will enable us to reach out and teach additional children the importance of financial literacy. All one has to do is to look at the mortgage, personal finance and credit management problems so many people are experiencing to know how critical it is that our children become educated in managing their finances."

- more -

400 TOWN CENTER DRIVE DEARBORN, MICHIGAN 48126	
PH 313.336.2700	PH 888.336.2700
www.dfcufinancial.com	



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Volunteers from DFCU Financial will be reaching out to the school districts in which it has branches to present the Biz Kids content. Detroit Public TV will be posting the Biz Kids shows on its Web site so they can be accessed on demand by teachers, parents and children.

In addition to segments, Junior Achievement has created lessons and other resources that reinforce the content of each television episode and supplement existing JA curriculum. The Web site includes fun content for students - blogs, games, video clips, opportunities to become part of the Biz Kid\$ community and more! Also available on www.jabizkids.com are the downloadable lessons for classroom volunteers, educators and parents. Visitors to the Biz Kids Web site also can sign up for the free newsletter, *The Vault*, which offers ideas on how kids can start their own business, earn money and make their money grow.

"Detroit Public TV is proud to partner with DFCU Financial and Junior Achievement because we believe our local broadcasts and classroom tools for Biz Kids can give school age children a great start toward a sound financial future," said Dave Devereaux, DPTV vice president of brand management.

"Junior Achievement looks forward to impacting more students with lessons about entrepreneurship and financial literacy in the classroom, said Karen Kosniewski, Junior Achievement of Southeastern Michigan president & CEO. "We're pleased to be working with DFCU Financial and Detroit Public Television on this joint initiative."

DFCU Financial, headquartered in Dearborn, is Michigan's largest credit union with \$1.8 billion in assets. It currently operates 12 full-service Detroit-area branch offices in addition to educational student-run branches at Dearborn High School and Livonia Franklin High School. In 2006 and 2007, DFCU Financial awarded a special patronage dividend of more than \$17 million to its members, which was the largest in the history of credit unions. Anyone can join DFCU Financial. To find out how, call 313.336.2700 or 888.336.2700 from outside the local area, or visit www.dfcufinancial.com.

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