FOR IMMEDIATE RELEASE

**$12,000 Credit Union Scholarship
Program In Full Swing**

September 1, 2020

CU Foundation MD|DC

8975 Guilford Road STE 190
Columbia, MD 21046-2386

443-325-0771

Attn: Kyle Swisher, Executive Director

The Foundation’s $12,000 Credit Union College Scholarship Program is now underway.

This popular program sponsored by the CU Foundation MD|DC features three application categories – essay, photo, & video.

This year’s essay topic: *“How do credit unions demonstrate the phrase, “Not For Profit, Not For Charity, But For Service?”*

This year’s video topic: *“Create a 60-second video showing how credit unions help families achieve their financial goals.”*

Photographers are asked to capture an original photograph that represents how their credit union is *“Improving Lives”*

College or trade school-bound members of any credit union based in Maryland or D.C. or other credit unions affiliated with the MD|DC CUA are eligible. The scholarship program is completely turnkey and free.

“Our program is designed so credit unions can offer the scholarship as their own,” noted Foundation Programs Committee Chair Janet Oursler. “It’s a great tool for credit unions to use to increase youth membership and educate students on credit union values and services. Every credit union in Maryland and D.C. should promote this free program for their members.”

The Program includes:

* $12,000 in scholarship awards
* Easy online application site
* Lobby posters
* Free promotional materials
* Sample newsletter/web copy
* 100+ volunteer judges

 “Many credit unions chose to reward members who apply by providing gift cards or a letter of support, even if they don’t place among the top contenders,” added Oursler. “It’s a unique way to bond with and let your young members know you care.”

For more information on the scholarship program and to access promotional tools, please visit [cufound.org/cuscholarship](http://www.cufound.org/credit-union-resources/college-scholarship/)

- 30 -