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**Immediate Release**

## **Support Center Expands Youth Program with Support from Capstrat Boomerang Society Grant**

Thanks, in part, to a recent \$1,500 donation from the Capstrat Boomerang Society, The Support Center successfully started its youth education outreach program (YEO) in Kinston, NC. Capstrat is an 85-person marketing communications company based in Raleigh, N.C ([www.capstrat.com](http://www.capstrat.com)). The YEO program gives community development credit unions (CDCUs) access to financial education materials, on-site outreach training support and technical assistance. As a part of the organization's youth advocacy platform, The Support Center is working with Greater Kinston Credit Union to pilot the program at Southeast Elementary School and Children's Village Academy.

"Our goal is to reach the youngest members of the family as early as possible to instill the importance of financial preparedness through education and consistent savings practices, explains Kimberly Knox, Director of Marketing at The Support Center. "We are grateful to have the support of the Boomerang Society. Their support has helped us supplement the cost to design, produce and distribute our first youth newsletter to all of our affiliate CDCUs. The donation has also afforded us the opportunity to conduct the in-school education sessions to approximately 430 children in Kinston."

"Financial literacy is an important life skill for everyone, especially with all of the economic challenges facing us today," said Capstrat President Karen Albritton. "Supporting programs like The Support Center's Youth Education Outreach helps give this generation the tools they will need to manage their finances and prepare for the future."

The Support Center's youth advocacy efforts began five years ago when it started sponsoring youth tours of its affiliate CDCUs. Now, with the implementation of the outreach program, The Support Center can continue to expand its outreach efforts throughout its affiliate network and develop introduce other vehicles that boost youth financial education. "With continued support from organizations such as the Boomerang Society, we will extend our efforts into other low-moderate income communities in cities such as Charlotte, New Bern, Raleigh-Durham and in eastern North Carolina."

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The Support Center is a statewide advocate that partners with Community Development Credit Unions (CDCUs), providing technical assistance, grants and loans to help them build generational wealth and create opportunities for individuals, families and communities.



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