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## Save, Borrow, Learn Campaign Brings Awareness to State CDCUs

(September 17, 2009 – Durham, N.C.) To increase the general public's awareness of Community Development Credit Unions (CDCUs) and the value they provide to members, The Support Center is airing a radio campaign this month titled "Save, Borrow, Learn." The 60-second spots feature real-life testimonials illustrating the way CDCUs improve lives and benefit communities. The testimonials, available for listening at

[saveborrowlearn.com](http://saveborrowlearn.com), spotlight three credit union members talking about the financial circumstances that each of them addressed with the help of a CDCU.



The Support Center hopes to reach approximately 71 percent of the state's population with this informative campaign in both English and Spanish. In particular, the spots are meant to reach individuals ages 18 and older, encouraging them to consider CDCUs as the place to build their personal savings – to find affordable, life-sustaining loans – and to learn how to create personal wealth for themselves and their families.

The spots will air in the top three media markets in North Carolina, reaching the largest concentration of the state's population. Additionally, public service announcements (PSAs) will air where available in rural communities to extend the reach of the message.

For more information, contact Kimberly Knox at The Support Center at 919-530-1683 ext. 222 or [kknox@ncmsc.org](mailto:kknox@ncmsc.org).

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