



NCUA Media Release

Pocket Cents Kid's Website Now in Spanish

Free Financial Literacy Tool Has Useful Tips, Fun Games, and Great Graphics

ALEXANDRIA, Va. (May 3, 2012) – The National Credit Union Administration (NCUA) announced today a Spanish version of Pocket Cents—the free, new, and fun youth financial literacy micro-website unveiled in April.

“As part of NCUA’s 2012 strategic plan, we are working to increase knowledge of credit unions in younger audiences. Spanish-speaking children are a growing population that we need to reach as part of these efforts,” said NCUA Board Chairman Debbie Matz. “With useful tips, fun games, and great graphics, Pocket Cents—and now its Spanish version—are raising student awareness of credit unions and assisting kids in planning for sound financial futures.”

To deepen the agency’s online presence, NCUA last year launched a free consumer education website geared to adults. Pocket Cents and its Spanish companion—housed within the MyCreditUnion.gov website family—are now introducing school-aged children the benefits of credit unions and teaching them positive financial habits.

The Pocket Cents websites offer important lessons about the value of a dollar and allow youth to explore the different currencies from around the world using an interactive map. At Pocket Cents, kids can also discover the vital role credit unions play in their financial futures. The website explains the history of credit unions, how to locate a credit union, and how to start a credit union in a school.

According to the U.S. Census Bureau, the U.S. Hispanic population jumped by 43 percent in the last decade, topping 50 million and comprising about 1 out of 6 Americans. In 2010, Hispanics also made up 23 percent of people under the age 18, compared with 17 percent ten years earlier.

NCUA encourages credit unions with Spanish-speaking members to direct parents, teachers, and students to Pocket Cents as a helpful online resource. To view the Spanish version of Pocket Cents, go to <http://espanol.mycreditunion.gov/Pages/pocket-cents-home.aspx>.

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.

- NCUA -