

FOR IMMEDIATE RELEASE

Local Financial Favorite Celebrates International Credit Union Day With Forward Looking Focus

Santa Fe, New Mexico, October 15, 2021 — Del Norte Credit Union (DNCU) will join over 56,000 credit unions around the world to celebrate International Credit Union (ICU) Day on October 21, 2021. The theme of ICU Day 2021 is “building financial health for a brighter tomorrow” and serves to highlight the many ways that credit unions across the world help members improve their financial health and well-being.

“This year’s theme for International Credit Union day is a helpful reminder of our credit union’s mission to improve lives, both young and old, in New Mexico,” explained Kim Currie, Chief Marketing Officer at DNCU. “DNCU strives to become a thought leader in financial literacy. We work with trusted partners, Banzai Inc., and GreenPath Financial Wellness to complement our specialized products and services designed for all ages.”

[DNCU’s youth-oriented offerings](#) include:

- Easy-to-use and easy-to-understand savings accounts for young members planning for their future
- Baxter’s Bunch Program for kids 12 and under
- SCORE! Program designed for teens 13-17 to help develop healthy financial habits during formative years
- SCORE! Credit Card available for SCORE! members at the age of 16 to assist in building credit history from an early age
- The FREE 4 ME checking account designed as the ultimate account for the 18-25 year old crowd

In addition, DNCU’s partnership with [GreenPath](#) provides counseling services to manage credit card debt, student loans, and homeownership free-of-charge for DNCU members. DNCU also sponsors [Banzai Schools](#), an online financial literacy platform that is free for local teachers and features curriculum coursework that is fun and easy for students. Lastly, the [Del Norte LOV Foundation](#) sponsors [Banzai Direct](#), an online-based financial literacy platform with over 150 resources free to anyone, with

topics covering savings, homeownership, retirement, and financial matters related to all life changes.

Credit unions were built on the principle of “people helping people.” We’ve seen that philosophy in action for more than 100 years, with credit unions providing access to affordable financial products and striving to meet the needs of underserved communities. Del Norte Credit Union invites both members and nonmembers to visit their [newest branch in Rio Rancho](#) to celebrate this tradition and become acquainted with the credit union’s full line of professional services and commitment to the New Mexico community.

International Credit Union Day is brought to you by [Credit Union National Association](#) and [World Council of Credit Unions](#). This year’s event is proudly sponsored by [Harland Clarke](#).

About Del Norte Credit Union

Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of improving lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. DNCU serves more than 57,000 members throughout New Mexico and the United States. More info available at [dncu.com](#).

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