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FOR IMMEDIATE RELEASE

Media Contact:
Shani Smith-Reed
Vice President of Marketing
TrueCore Federal Credit Union
ssmithreed@truecore.org
740-788-3507

TrueCore Federal Credit Union Receives Ohio's Prestigious Desjardins Adult Financial Education Award

Newark, Ohio – TrueCore Federal Credit Union was honored to receive the first place 2023 Desjardins Adult Financial Education Award in the \$50-\$250 million asset category in Ohio.

The Ohio Credit Union League recognized TrueCore for making financial literacy a top priority, particularly with the Zogo financial literacy app. TrueCore needed to fill a void during COVID to reach its members with financial literacy tools. That's when they introduced their partnership with the gamified financial literacy app, Zogo. TrueCore is the first Ohio adopter of this app, developed by Duke University.

Zogo rewards users for completing bite-sized lessons on saving, spending, and managing their money. The free app includes over 300 modules in 20 different topics, from opening a bank account to saving for retirement, and everything in-between. By completing modules, taking interactive five-question quizzes, and participating in daily trivia games, users work toward real-life rewards. Points that are earned can be redeemed for gift cards to places like Amazon, Apple, Starbucks, Nike, Target, Walmart, and more.

"We started out targeting high school students, but to our surprise, 83% of our Zogo users are age 18 or over," shares Shani Smith-Reed, Vice President of Marketing at TrueCore. "We have always focused on high school-aged students for our financial literacy efforts, but we've discovered that our adult members are filling the void of not getting financial literacy training when they were in school by using our Zogo app."

Additionally, as the 2023 Desjardins Adult Financial Education Award first place winner in Ohio, TrueCore has been submitted to CUNA (Credit Union National Association) for national judging. CUNA will announce their winners at the end of November.

CUNA created the Desjardins program to recognize leadership within the credit union movement on behalf of financial literacy for all ages. Alphonse Desjardins was a credit union pioneer who was instrumental in forming the Canadian and U.S. credit union movements. Besides helping to found the first credit unions in Canada and the U.S., Desjardins pioneered youth savings clubs and in-school "banks."

To access the free Zogo app, visit www.truecore.org or [Click here](#) and enter the access code **TRUECORE** to get started.

TrueCore Federal Credit Union has served the financial needs of its members since 1940 and currently has office locations in Newark, Heath, and Pataskala, Ohio. Those who reside, work, attend school, or volunteer in Licking, Knox, Fairfield, Muskingum, and Perry Counties are eligible to bank with TrueCore Federal Credit Union.

Photo attached. Pictured: Left, Paul Mercer, President of the Ohio Credit Union League; Center, Jason Hall, President-CEO, TrueCore Federal Credit Union; and Right, Shani Smith-Reed, Vice President of Marketing, TrueCore Federal Credit Union.