



FOR IMMEDIATE RELEASE
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ALPENA ALCONA AREA CREDIT UNION PARTNERS WITH GREENLIGHT TO HELP PARENTS RAISE FINANCIALLY SMART KIDS AND TEENS

Alpena, MI — Alpena Alcona Area Credit Union (AAACU) announces a partnership with [Greenlight® Financial Technology, Inc.](#) (“Greenlight”) to better serve families and help the next generation build healthy financial futures. AAACU members will have free access to Greenlight’s award-winning family finance app, available through the [Greenlight for Credit Unions](#) program.

91% of kids and teens believe they need financial knowledge and skills to achieve their life goals, and 94% of parents agree.* Still, only [35 states require a personal finance course](#) for students, and teens score an average of 64% on the [National Financial Literacy Test](#), showing a clear gap in financial education that is accessible and effective. Parents also rank personal finance as the #1 most difficult life skill to teach their children with 81% saying they wish they had more financial education tools and resources.**

Greenlight offers a debit card and app that teaches kids and teens how to earn, save, give and spend wisely – all with parental supervision. Using the Greenlight app, parents can send money instantly, automate allowance payments, manage chores, set flexible spending controls, get real-time notifications of all transactions, and more. Kids get hands-on money management experience, along with access to [Greenlight Level Up™](#), an in-app financial literacy game with a best-in-class curriculum, educational challenges, and rewards.

“Our partnership with Greenlight will enable our Credit Union to deliver essential financial education tools and resources to our Members that will be utilized to educate our children about money,” said Donald J. Mills, President & CEO of Alpena Alcona Area CU. “Our investment today will help our children form healthy financial habits that will last them a lifetime.”

AAACU’s members can receive a free* Greenlight subscription by registering through www.aaacu.com/greenlight and adding their AAACU account as a funding source.

**Survey insights were collected by Greenlight through a Researchscape survey fielded between March 22 and March 24, 2024, among 2,310 respondents in the U.S., split between kids and teens ages 10-19 and parents of 10–19-year-olds.*

***Survey insights were collected by Greenlight through a Researchscape survey fielded between February 9-12, 2023, among 1,034 U.S. respondents, all of whom were working parents of 8–18-year-olds.*

AAACU is a state-chartered credit union with membership eligibility open to any resident in the state of Michigan. As of July 31, 2024, AAACU provides service to 46,989 members with total assets equal to \$822,733,676.