



## FOR IMMEDIATE RELEASE

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### PEFCU PRESENTS BIKES, FINANCIAL LITERACY TO PALS CAMP

West Lafayette, Ind. – June 24, 2010 – Youth participating in this year's Purdue Athletes Life Success (PALS) camp got a surprise when NFL New Orleans Saints Quarterback and Purdue Employees Federal Credit Union (PEFCU) Spokesperson Drew Brees made a special appearance this morning on the Purdue University campus.

Brees, along with PEFCU President and CEO Bob Falk, awarded four PALS campers with brand-new bicycles. Brees also chatted with and motivated the campers into song and dance then he, along with Purdue football players, hosted a football clinic.

Prior to the beginning of this year's PALS camp, PEFCU staff worked for weeks developing financial literacy curriculum to be taught at this year's camp. For six days during the camp, PEFCU staff members will teach PALS campers about budgeting and setting savings goals through a variety of age-specific, fun exercise and games.

Participation in the PALS camp is part of PEFCU's annual commitment to youth financial literacy. PEFCU also hosts school tours and presents financial literacy sessions in schools throughout the year. For more information, please contact 765.497.3328 or 800.627.3328.

### ABOUT PEFCU

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets of more than \$600 million and serves more than 57,000 members nationwide. The credit union is driven by superior member service and is dedicated to serving the Greater Lafayette community.

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