



FOR IMMEDIATE RELEASE:

DCU Provides Support as a Platinum-Level Sponsor of EVERFI's National Financial Bee

A new challenge, taking place during Financial Literacy Month, equips students with money management skills and encourages remote learning while social distancing

MARLBOROUGH, MA (April 17, 2020) – Digital Federal Credit Union, better known as DCU, announced its platinum-level sponsorship of the EVERFI National Financial Bee, from April 20-24, 2020. The National Financial Bee is a first-of-its-kind, nationwide financial literacy challenge open to students in grades seven through ten. This opportunity provides an outlet for students to learn critical financial concepts at home in a fun and engaging manner, while practicing social distancing.

The five-day challenge, created by social impact education innovator, EVERFI, and supported by DCU and other leading financial institutions nationwide, features a short, daily digital lesson and a capstone essay contest where students are asked to share their financial dream and how they plan to get there. Winners of the National Financial Bee essay contest will receive a total of \$20,000 in college scholarships.

“DCU is wholeheartedly committed to engaging our communities, promoting financial literacy, and driving meaningful change during these uncertain times,” said Sean McNair, Vice President of Marketing at DCU.

“We are proud to align with EVERFI during Financial Literacy Month to provide students with the opportunity to participate in the National Financial Bee. We hope that this virtual event helps spur dinner-table conversations among families about essential financial topics.”

Throughout the week, students will develop new skills to form a personalized financial decision-making framework that they can apply to their lives, now and into adulthood. Topics include: spending and saving, credit and debt, employment and income, investing, and insurance.

“Across the country, families are facing unprecedented uncertainties and challenges. Parents are dealing with the loss of income or are adjusting to working from home, while students are trying to continue their studies outside of the classroom,” said Ray Martinez, founder, and president, EVERFI. “We’ve always been committed to helping students increase their financial literacy, and during this historic time we are also working to help parents feel secure -- and help students stay engaged. The National Financial Bee is a fun way for students to compete with their peers while social distancing.”

Over the course of the year, DCU also provides free financial education curriculum to 44 high schools across Massachusetts and New Hampshire through its partnership with EVERFI. The curriculum teaches, assesses, and certifies students in critical life skills. To date, more than 2,800 students have completed EVERFI modules, logging over 8,520 hours of learning.

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In addition to supporting high school students, DCU offers members of all ages a free online version of the program, using interactive learning modules on several topics ranging from basic savings education to retirement planning and home ownership. Since launching its EVERFI program in 2018, DCU has helped over 39,000 members make more informed financial decisions while managing their money.

To learn more about the National Financial Bee, visit <https://dfcu.everfi-next.net/welcome/national-financial-bee>

About DCU:

Digital Federal Credit Union, better known as DCU, is a not-for-profit financial cooperative serving over 850,000 members across all 50 states by offering a full range of financial services to consumers and businesses. With headquarters in Marlborough, Massachusetts, DCU is the largest credit union headquartered in New England as measured by assets and is among the top 20 nationwide.

For additional information, please visit www.dcu.org.

About EVERFI, Inc.

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 41 million learners globally. Recognized as one of the World's Most Innovative Companies by Fast Company in 2020, EVERFI powers community engagement in a sustained manner to empower individuals and organizations to make an impact within their communities. The Company also convenes Networks to bring together financial institutions, colleges, and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, as well as Advance, Rethink Education and Rethink Impact.

To learn more about EVERFI, please visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter @EVERFI](#).

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