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Press Release – www.zippitydodog.com
For Immediate Release

Who says you can't teach an old dog new tricks

Friday September 4, 2009 the website www.zippitydodog.com, which provides valuable personal *'financial information for youth,'* will be relaunched offering more resources and tips than ever before. It could be a youth's best friend.

"With personal savings at historic lows, credit card defaults at record highs and student debt ballooning; we felt this resource upgrade was necessary." explains Tom Atkins, Marketing and Youth Services Manager for Nelson & District Credit Union (NDCU).

"We are continuing our commitment to young people in our community and understand that they want relevant and current information to assist them in managing their money more effectively. By enhancing our online resource, we expect to continue being the website of choice for youth. We hope youth will get on the right track early and zippitydodog.com can help combine time and the right habits to their advantage. How many adults have you heard say 'If only I learned how to manage my money better when I was a youth?'" adds Atkins.

Information on saving, budgeting, spending, investing and other financial planning issues are certain to keep youth engaged while a new alliance with the Credit Counselling Society, a non-profit organization, provides the most up-to-date debt and credit information.

"Many clients in our debt repayment program tell us they wish they had learned these good money management skills when they were younger." Notes, Scott Hannah, President and CEO of the Credit Counselling Society. "We agree. It is much easier to establish practical spending and budget practices with \$1000 rather than learn the hard way later with a \$100,000 line of credit."

Atkins continues, "Today's youth are tomorrow's leaders. We hope these tools will help develop the skills for a financially independent future. As a local financial co-operative, we are always looking for innovative ways we can best support the youth in our membership and communities."

In 2003, NDCU recognized the need to provide financial literacy to youth. With the help of Nelson web masters Funktion Design and designers Big Cranium Design zippitydodog was launched. The same team worked together on the 2009 relaunch. The information available on zippitydodog.com has assisted many Kootenay youth.

Since its inception in 1950, Nelson & District Credit Union has been a proud community partner. NDCU is located in the West Kootenay's of BC with \$157 million in assets, more than 12,000 members and 3 community branches.

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