

Looney Tunes TM Savings Club – Everybody Loves Bugs Bunny

Bugs Bunny and the Tasmanian Devil are encouraging kids to carry their piggy banks into credit unions across the United States. These young members are joining the Looney Tunes™ Savings Club created by Deluxe to encourage children to become more financially competent adults.

The Montgomery County Employees FCU (MCEFCU), with more than 12,000 members, is one of more than 100 credit unions nationwide participating in the program. Since April 1999, 132 children have opened accounts at MCEFCU. The accounts total \$34,500 combined.

MCEFCU wanted to encourage children to save, but had never offered any programs for children. When they heard about the Looney Tunes Savings Club from their Deluxe representative, they were very excited.

"We wanted to make saving fun," said Libby Mitchell, President and CEO, MCEFCU. "And everybody loves Bugs Bunny." The WEPCO Federal Credit Union (WEPCO) also offers the program. WEPCO has \$70 million in assets and more than 14,000 members. Since the fall of 1999, children have opened 151 accounts totaling \$35,773.

Both credit unions use program materials provided by Deluxe, including personalized Looney Tunes deposit and savings slips and junior identification cards. Materials feature characters licensed to Deluxe and chosen through research for their appeal to kids.

WEPCO was already encouraging parents and children to save through its Teddy Bear Club, which parents of newborns or adopted children could join within one year of their child's birth or adoption date. The promotion was working well, but it didn't reach older children. When WEPCO's Deluxe representative introduced them to Looney Tunes Savings Club, they saw a way to reach children 12 years of age and younger.

"The Looney Tunes Club helps create a strong bond between WEPCO and its members," said Lana Bittinger, vice president, WEPCO. "One day I imagine we'll help a Looney Tune member get their first car loan."

For more information on the Looney Tunes Savings Club, contact your Deluxe account manager or call 1-888-633-5893. You can also visit www.deluxe.com/creditunion.

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