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**FOR IMMEDIATE RELEASE**

## **Unitus Community Credit Union Celebrates New Branch Opening with 10-Year-Old CEO**

*Local student assumes CEO role at credit union's new branch at Junior Achievement's BizTown*



**Portland, Ore., October 24, 2023** – Unitus Community Credit Union proudly opened its newest branch today at Junior Achievement of Oregon and SW Washington's BizTown in Southeast Portland. Leading the organization through the grand opening was 10-year-old Jayln, a 5<sup>th</sup> grade student at Columbia River Gorge Elementary School in Washougal, Washington. She served as the first Unitus CEO at the new JA BizTown branch.

JA BizTown provides students with a unique opportunity to

experience their personal financial futures firsthand. Within a simulated economy, students embark on the challenge of starting and running a business. Through in-class curriculum focused on the circular flow of the economy and citizenship, students are prepared for their roles within the various storefronts at JA BizTown.

"As a credit union, we are dedicated to empowering individuals and communities through financial education," explained Steven Stapp, President and CEO of Unitus Community Credit Union. "Our involvement in JA BizTown further solidifies this commitment and will expose students to the services that credit unions offer."

Mr. Stapp met with Jayln at the branch opening to offer some pointers on running the credit union. While she was certainly busy, she appreciated meeting with Unitus' real-life CEO. During her report to BizTown, she celebrated the financial decisions of the members of her community.

"Many of you made the responsible choice of saving for your future. Thirty-five citizens opened savings accounts with Unitus. It was a pleasure to see these citizens of JA BizTown demonstrate good financial decisions. Thank you for choosing Unitus Community Credit Union. We are happy to serve our community at JA BizTown," announced Jayln.

During their time at JA BizTown, students earn and spend a paycheck, pay taxes, vote for their elected officials for the day, and work together with their peers toward the common goal of paying back their start-up loan. Volunteers, including Unitus employees, guide students through the



simulation, sharing their own life experiences to inspire students and help them discover the endless opportunities their futures can hold.

The curriculum at JA BizTown will also evolve to emphasize the differences between banks and credit unions, providing students with a comprehensive understanding of financial institutions. Unitus is the sole credit union at JA BizTown.

"The excitement is palpable as we announce our partnership and investment from Unitus Community Credit Union," said Priscilla Treviño, Director of Development at Junior Achievement of Oregon and SW Washington. "Their collaboration as a storefront partner will provide our students with a unique opportunity to explore the world of credit unions. With this generous partnership, we can expand our reach and make a greater impact on more students."

Unitus has been a proud partner of Junior Achievement since 2012, with employees regularly volunteering for Junior Achievement capstone programs, JA BizTown® and JA Finance Park®. These programs focus on entrepreneurship, personal financial education, and workforce readiness, aligning with Unitus' mission to promote financial education and empower future generations.

This partnership with JA BizTown, which serves more than 13,000 students annually, underscores Unitus' commitment to empowering individuals and communities through financial education.

#### **About Unitus Community Credit Union**

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting [unitusccu.com](http://unitusccu.com).