For Immediate Release

Aug. 27, 2026

SECU
State Employees' Credit Union®

Contact: Sandra Jones, SVP Communications, communications@ncsecu.org

SECU Marks Back-to-School Season with Youth Saving Challenge, More Than 500 iPads® to be Awarded

– The challenge helps make financial education engaging for SECU's youngest members –

RALEIGH, N.C. – As students across North Carolina return to the classroom, State Employees' Credit Union is encouraging young members to make saving part of what they learn this school year through its annual Youth Saving Challenge. And this year, the chance to win one of more than 500 iPads is helping make the lesson a little more exciting.

The statewide challenge, which runs through Sept. 4, is designed to introduce children and teens to the importance of saving early while giving families an opportunity to talk about healthy financial habits together.

"Back-to-school season is a natural time for families to think about learning, setting goals, and preparing for the year ahead," said SECU President and CEO Leigh Brady. "Teaching young people the value of saving is one of the most important lessons for the future. We hope this year's Youth Saving Challenge inspires families to start conversations about financial responsibility while giving kids and teens an exciting incentive to jumpstart their savings journey."

The challenge is open to members of SECU's FAT CAT® and Zard® youth programs. FAT CAT introduces children ages 12 and younger to early saving and money management, while Zard helps teens ages 13 through 19 build financial skills as they gain greater independence.

Members can participate in the challenge by making a deposit into their FAT CAT or Zard savings account during the challenge period. Both existing youth members and those who open a new youth savings account during the challenge period and make a deposit are eligible to win.

Winners will be selected through random drawings from eligible entries associated with SECU's 275 branches, extending the challenge to communities across all 100 North Carolina counties.

The Youth Saving Challenge is one of the many ways SECU helps young members build financial confidence from an early age. Last year, SECU helped equip more than 100,000 North Carolina youth with financial knowledge and skills through more than 1,550 financial education sessions provided at no cost to schools, colleges, and local organizations.

The 2026 Youth Saving Challenge began Aug. 3 and runs through Sept. 4. For complete eligibility requirements and official rules, and to learn more about SECU's youth accounts and benefits, visit ncsecu.org/accounts/kids-teens.

###

About SECU

As a not-for-profit financial cooperative owned by its members and federally insured by the National Credit Union Administration (NCUA), SECU has been providing employees of the state of North Carolina and their families with consumer financial services for 89 years. SECU is the second largest credit union in the United States with over $60 billion in assets. It serves more than 3 million members through 275 branch offices, 1,100 ATMs, Member Services Support via phone, www.ncsecu.org, and the SECU Mobile App.