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Firelands FCU Partners with Zogo

BELLEVUE, OH- Firelands Federal Credit Union (Firelands FCU) has partnered with Zogo, a leading financial technology company, to bring Zogo's financial literacy app to Firelands FCU members.

The app, developed by a group of Duke University students, guides teens through 800+ bite-sized financial educational modules that meet the national standards for financial literacy. As users successfully answer questions, they will accumulate points they can redeem for gift cards.

According to a study by Junior Achievement, approximately 84% of teens say they look to their parents for information about money. However, T Rowe Price's 11th Annual Parents, Kids, and Money Survey found that nearly half of the parents said they miss opportunities to talk to their kids about money. A quarter said they are very reluctant to discuss financial topics with their kids. However, the same report found that 3 out of 4 parents think financial apps are an excellent way to teach about financial matters.

"Zogo provides a fun and modern approach to a topic that can often feel uninteresting and overwhelming," said Firelands FCU President/CEO Brett Montague. "This partnership was the best next step in expanding our financial literacy programs in the areas we serve."

"Growing up, we didn't have good experiences learning finance," added Bolin Li, CEO and co-founder of Zogo. "With Zogo, we wanted to create a financial education experience our peers would actually use. We are excited to partner with Firelands FCU to bring this vision to life."

The Zogo app is now available to Firelands FCU members at no cost on the Apple App Store and Google Play Stores. Once downloaded, enter the access code "FIRELANDS" to get started! Learn more about this partnership by visiting www.firelandsfcu.org.

About Zogo: Zogo is a financial technology company based in Austin, TX that helps financial institutions educate, engage, and attract young people. Its financial literacy app teaches sound financial fundamentals and rewards users for learning. Zogo's app has reached numerous milestones, such as in 2021 Zogo topped the app store in April as the No. 1 education app, and launched both our integrated mobile banking product and classroom product. To learn more, visit zogofinance.com.



About Firelands FCU: Firelands Federal Credit Union had its humble beginnings in 1955, when seven Nickel Plate Road employees joined together to form a financial savings club. When officially chartered in 1957, the credit union was open only to railroad employees, but in 1970, opened its membership to include anyone who lives or works in Erie, Huron and Crawford counties. Today, Firelands FCU serves over 34,000 members.

As a member-owned credit union, the earnings on Firelands FCU's business activities are returned to the member-owner in the form of higher earnings on savings, lower rates on loans, and a wide range of related financial services at the lowest possible cost. Learn more by visiting: www.firelandsfcu.org.

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