## 2024 NYCUA Scholarship Program

**Sample Press Release**

*(This release can be customized and submitted to area media.)*

[insert credit union logo]

**Media Contact:**

*Name*

*Role*

*Company*

*Email*

*Phone Number*

**FOR IMMEDIATE RELEASE**

Date

**[CU NAME] Empowers Local Students With College Scholarship Opportunity**

(City, N.Y.) – [CU Name] is proud to announce its participation in the New York Credit Union Association’s (NYCUA) statewide scholarship program, which offers eligible students a chance to win funds ranging from $500 to $1,500 for the 2024 academic year. The program speaks to the credit union’s commitment to helping students access higher education.

The program has an immense impact on college-bound students across New York State. In 2022, the NYCUA awarded $26,250 in scholarships to 45 talented students across the state. The initiative reflects the credit union's core philosophy of community engagement and empowerment.

"[Insert a thoughtful quote from CU CEO/manager, focusing on your credit union's commitment to education, the importance of supporting young minds, and how this scholarship program aligns with the credit union's broader mission and values.]"

**Eligibility & Selection Criteria**

To qualify, students must be high school seniors, attend two-or four-year accredited educational institutions or vocational/trade schools for the first time in the fall of 2024, and be members of [CU Name] or another participating New York credit union. Applicants will be evaluated based on their academic achievements, involvement in extracurricular activities, and the quality of their written essays.

For more information about this extraordinary opportunity and how to apply, please contact [CU Contact] at [telephone number] or [email address].

**About [CU Name]:** Insert CU boilerplate information

**About New York Credit Union Association (NYCUA):** NYCUA is the trade association for New York credit unions since 1917. Its mission is to advance the credit union movement by advocating, educating, uniting, and supporting the interests of all credit unions in New York State. The association is committed to creating a strong, united voice for the New York credit union community.

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