



Marshall Community
Credit Union

MCCU Announces Partnership with Zogo Finance

Marshall Community Credit Union has entered into a partnership with Zogo, a leading financial technology company, to bring Zogo's app to its members and families. The app, which was developed by a group of Duke University students, guides teens through 300+ bite-sized financial educational modules. All of Zogo's content meets the national standards for financial literacy! As users successfully answer questions, they will accumulate points that they can redeem for gift cards (and other rewards).

Eighty-four percent of teens say they look to their parents for information about money, according to a study by Junior Achievement. However, parents often feel unprepared to play this role. In a survey by EVERFI, only 43% of parents felt they were "well prepared" for money conversations. As an alternative, T. Rowe Price reports that 3 out of 4 parents think financial apps are a good way to teach about financial matters.

"We know students and young adults have questions about money and finance, and that most of them have a hard time asking adults in their life, for answers," said Andrea Tucker, Financial Education Coordinator at MCCU. "We loved that Zogo combines a digital approach with insights from Duke University behavioral scientists to actually engage the future generation," she continued.

"Growing up, we didn't have good experiences learning about personal finance," added Boiun 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 MCCU to bring this vision to life," he continued.

The Zogo app is now available, at no cost, in both the Apple App Store and Google Play Store. Users do not have to be a member of MCCU to download, and play, the app.

Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

Zogo is a financial technology company based in Durham, NC that works to inspire the underbanked to become financially savvy. Zogo helps financial institutions connect with Gen Z and young Millennials by teaching financial fundamentals through its app that pays users to learn. Zogo's app has won numerous industry accolades, including "Best of Show," at Finovate Fall 2019 and NACUSO 2019 Best Idea Competition. Key investors and advisors include Teachstars, former CEO of Sageworks, and faculty from Duke University. To learn more, visit www.zogofinance.com or @ZogoFinance on Twitter.

