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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Louviers Federal Credit Union Partners With The Challenge Program, Inc. to Encourage Newark High School Students to be Competitive in the Global Job Market**

On October 6, Louviers Federal Credit Union participated in The Challenge Program's Orientation for Newark High School. The Challenge Program brings together high school students and the business community by providing incentives to students for successes they achieve while in school.

The Challenge Program's theme of this year's Orientation was "Preparing Students to be Competitive in the Global Job Market." The program began with a video of facts and statistics about how technology, populations, job markets, etc. are changing. After the video, an overview of the Challenge Program was presented to the students.

Louviers Federal Credit Union is the Business Ambassador sponsoring the Newark High School program. Marketing Coordinator, Faith Simperts, spoke to the students about her experiences with changing working environments and how good habits they form in high school now -- showing up for school, striving for improvement, always willing to learn new things and being involved in the community -- will help them to become the type of employee organizations are looking to hire in the future.

LFCU and TCP will return later in the school year and award four students from each of the sophomore, junior and senior classes a \$250 check for the following categories: Most Improved in the Class, Attendance, Community Service and Best Overall GPA in the class.

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*In its 41 year history, Louviers Federal Credit Union has grown in membership to almost 11,000 and in assets to over \$194 million and remains a sound and well-managed institution dedicated to servicing its membership through the "people-helping-people" philosophy of credit unions. Louviers has a reputation for soundness and integrity and is one of the most respected not-for-profit financial institutions in the area.*