



**Credit Union  
Association**  
of NEW MEXICO

**FOR IMMEDIATE RELEASE**

**May 6, 2024**

**New Mexico Credit Unions Read: Celebrating Financial Literacy Month with Statewide Reading Initiative**

**Albuquerque, NM** — For the second year running, in partnership with the Credit Union Association of New Mexico (CUANM), Governor Michelle Lujan Grisham declared April as Financial Literacy Month, reinforcing the importance of financial education in our communities. In celebration of this declaration, the Credit Union Foundation of New Mexico has launched an inspiring initiative titled "New Mexico Credit Unions Read." During the week of April 22-26, credit union volunteers across the state devoted their time to promote financial literacy among elementary school students.

This year, 164 dedicated volunteers from 15 credit unions participated in the New Mexico Credit Unions Read initiative, visiting 491 classrooms and reaching 9,865 students statewide. Volunteers read the book *Those Shoes* by Maribeth Boelts, as well as the Spanish version, *Los Zapatos*. The book provides a compelling narrative to introduce concepts of financial decision-making and thrift.

"Great things are happening in New Mexico!" exclaimed Rebecca Isaacs, Managing Director of the Credit Union Foundation of New Mexico. "This initiative not only highlights the commitment of New Mexico's credit unions to our communities but also their dedication to empowering the next generation with essential financial skills. It's heartwarming to see the impact our volunteers have when they connect with children through stories that carry powerful lessons."

In addition to volunteers reading to students, the initiative took a comprehensive educational approach by providing teachers with specialized curriculum and discussion guides in both English and Spanish. These resources are designed to facilitate a full financial literacy unit in classrooms, helping teachers build on the themes presented in *Those Shoes* and further explore the importance of making informed financial choices.

The Credit Union Foundation of New Mexico is proud to report a significant increase in engagement and positive feedback from schools and educators compared to last year. The



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Foundation remains committed to expanding this initiative, aiming to include even more credit unions, volunteers, and classrooms in the coming years.

By instilling financial literacy skills at an early age, New Mexico Credit Unions Read ensures that our young citizens are equipped to become savvy consumers and responsible financial stakeholders in the future.

**About the Credit Union Foundation of New Mexico:**

The Credit Union Foundation of New Mexico works to support the credit union community through educational programs, community service, and promoting financial literacy. Our mission is to foster the credit union philosophy of "people helping people."

**For more information, please contact:**

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