



FOR IMMEDIATE RELEASE

**LIVE CONCERT FOR YOUTH HOSTED BY
WILKES UNIVERSITY'S MONEY MATTERS CLUB**

Choice One Community FCU Sponsors musicstream LIVESM Event
And Spreads The Credit Union Message To Thousands Nationwide

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WILKES-BARRE, PA – Monday, April 20, 2009 – Today at 8:30 p.m. ET, Choice One Community Federal Credit Union will host a musicstream LIVESM official concert featuring musical performances by The Woody Browns Project and Scott McKenna. The concert will take place in the ballroom at Wilkes University.

All of the proceeds from the concert will go to Wilkes University's Money Matters Personal Finance Club. The club promotes financial literacy by hosting workshops on financial skills and providing the tools students and community members need to feel confident in managing their personal finances.

musicstream LIVESM reaches out to youth nationwide by coordinating live concerts for credit unions. The shows, which promote credit union financial products and services to

students, are streamed in real-time on www.musicstreamLIVE.com. It is free for Internet users to view the concert footage both during the show and after it is over.

“I believe that music can be the key to creating awareness to the youth of our community,” said John Kebels, CEO of Choice One Community FCU. “If we can get their attention, we can get them to hear our message.”

By promoting concerts in high schools, colleges and at community events – and implementing live, web-based streaming of concert footage – musicstream LIVESM (MSL) is a powerful youth marketing tool for credit unions. To learn more, visit www.musicstreamLIVE.com or call (888) 641-1215 and ask for Allison McDaniel.

musicstream LIVESM is a product of Marketing Partners, one of the nation’s leading marketing companies for credit unions. Marketing Partners has created successful youth retention programs used by hundreds of credit unions nationwide. For more information, visit www.MarketingPartners.com.

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