

FOR IMMEDIATE RELEASE

**CREDIT UNIONS NATIONWIDE ARE REACHING
GEN-Y MEMBERS THROUGH CONCERTS**

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BETHLEHEM, PA – musicstream LIVESM (MSL), a new concert program for credit unions created by Bethlehem-based agency Marketing Partners, is spreading financial literacy and membership awareness to potential Gen-Y credit union members nationwide.

After nearly two years of development, credit unions are using the energetic program to hold concerts at high schools, colleges and community events across the country. MSL is unique since it allows many of its live concerts to also be streamed in real-time online. This creates an experience that ties in perfectly with today's social networking sites.

Educators Credit Union in Racine, Wisconsin, sponsored an official MSL event on April 2, 2009, at the Future Business Leaders of America (FBLA) State Leadership Conference in Milwaukee. The concert featured live performances by acoustic rocker Scott McKenna and the bands Elevation and Quietdrive. The credit union's financial services were promoted to more than 2,200 young people from 160 high schools who viewed the show in person or live online. In addition, the credit union held financial literacy workshops at the event.

Choice One Community Credit Union also recently hosted an MSL concert at Wilkes University in Wilkes-Barre, Pennsylvania. About 200 fans watched The Woody Browns Project and Scott McKenna perform. Before, during and after the show, audience members had the opportunity to learn more about the credit union and the financial services it provides to the community. Choice One was also able to tie in the MSL concert with its financial literacy program offered at the college.

Marketing Partners notes that credit unions from all over the country have begun signing up for the MSL program to help boost youth membership. In fact, the \$2 billion Visions Federal Credit Union (Endicott, New Jersey) and the \$110 million Discovery Federal Credit Union (Wyomissing, Pennsylvania) are looking forward to hosting MSL concerts in the summer and fall of 2009.

“The future of the credit union industry depends upon us attracting newer, younger members,” said Bill McKenna, musicstream LIVESM President and CMO of Marketing Partners. “Despite the current economy, credit unions must start planting today if they want to see a forest tomorrow. We must reach youth *now* to ensure the credit union legacy continues into the future.”

McKenna continued, “We are working on the launch of a major social site related to this project and have been in discussion with a number of industry and music partners about some exciting program partnerships. We believe that MSL has the ability to not only reach younger members and get their attention, but to transform the image of the industry in the eyes of youth and teach them the money-management skills they so desperately need to learn.”

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 Allison McDaniel at (888) 641-1215, ext. 139.

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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