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Chilliwack, BC, November 2, 2020—Currency Marketing launches Spanish language financial education materials for credit union members.

Financial education materials that help Spanish-speaking communities

Currency Marketing has launched six topics in its young-adult-focused financial education program, translated for a Spanish-speaking audience.

“Our credit union subscribers expressed the need for Spanish-language materials,” said Tim McAlpine, Founder and CEO at Currency Marketing, the firm behind the It’s a Money Thing financial education program for young adults. “When the demand hit a critical mass, we began exploring ways to meet the need.”

First, they polled their credit union subscribers, to determine the most relevant topics. The goal was to satisfy credit union needs as quickly and affordably as possible.

See the six It’s a Money Thing Spanish topics here: <https://www.currencymarketing.ca/spanish-bundle>.

“Hispanics are often marginalized by financial institutions...credit unions, which are mission-driven financial institutions, are uniquely positioned to offer an alternative.”

—American Banker*

“We considered new animation, and Spanish-language voice-over,” explained McAlpine, “but because of the urgent need for remote education in these current times, we used our existing videos and added Spanish sub-titles. The supporting materials are provided in both English and Spanish.”

[Click to arrange an interview with Currency Marketing Founder & CEO Tim McAlpine](#), or for more information, contact Tim at:

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About Currency Marketing

Currency Marketing is the leading financial education provider for young credit union members, with its flagship program, It’s a Money Thing. The program is a digital library of financial topics that appeal to credit union members aged 6 to 35.

The materials, which include videos, articles, presentations and lesson plans, teach important concepts that promote financial wellness. Currency Marketing’s goal is to engage and educate young people to become financially savvy credit union members.

* Crystal Solomon. “Reaching Hispanic members should be a priority for every credit union.” *American Banker*, July 15, 2019, <https://www.americanbanker.com/creditunions/opinion/reaching-hispanic-members-should-be-a-priority-for-every-credit-union>. Accessed 22 Oct. 2020.