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Financial Plus Credit Union Partners with Zogo to Launch Financial Literacy App

For Immediate Release

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FLINT, MI – Financial Plus Credit Union has entered into a partnership with Zogo, a leading financial technology company, to bring Zogo's app to its account holders and communities. The app is designed to guide users through 400+ bite-sized financial educational modules.

"We are very excited to offer our members this fun and engaging resource to gain financial knowledge. This is just the beginning of our commitment to bring financial wellness to our members, communities, and employees. Zogo is a great resource because it offers a variety of relevant modules and topics. With our access code, students can learn how to save money and open a bank account, while those in a different stage of life can explore skills on investing and retirement," said Michelle Thompson, Vice President of Operations at Financial Plus.

"Growing up, we didn't have good experiences learning finance" added Bolin Li, CEO, and co-founder of Zogo. "With Zogo, we wanted to create a financial education experience our peers would actually use. We are excited to partner with Financial Plus to bring this vision to life."

All of Zogo's content meets the national standards for financial literacy. As users successfully answer questions on the Zogo app, they will accumulate points that they can redeem for gift cards and other rewards.

The Zogo app is now available to account holders of Financial Plus Credit Union at no cost on both the Apple App Store and Google Play Stores.

Owned by over 58,000 members, Financial Plus provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit www.myfpcu.com or call (800) 748-0451.



With a Financial Plus access code on Zogo, users can work their way through financial literacy modules and earn rewards for lesson completion.