



For more information contact:  
Dawn Gonzales, VP, Community Development  
Centris Federal Credit Union  
Phone: 402-758-6520  
Cell: 402-630-6172  
Email: [dgonzales@centrisfcu.org](mailto:dgonzales@centrisfcu.org)

February 7, 2020

FOR IMMEDIATE RELEASE

### **Centris Federal Credit Union To Air New TV Commercial During Sunday's Oscars**

**OMAHA, Neb.** – Centris Federal Credit Union will air its newest television commercial during Sunday's 92<sup>nd</sup> Academy Awards show on ABC. The program will start at 7 p.m. CST. This is the second year that the credit union has made a strategic move to garner one of the largest television audiences of the year, second only to the Super Bowl.

"This new commercial will feature our Centris employees and introduce three local high school students who participated in a recent Mad City Money event," said Dawn Gonzales, Vice President Community Development. "Mad City Money is free to the public and offers an immersive "adulting" simulation that teaches high school and early college students about budgeting."

The ever-popular "Mad City Money" got a major makeover in the fall thanks to Centris. We have revamped a memorable experience that enhances the 90-minute program created over 20 years ago by Credit Union National Association. Gonzales said that Centris offers the program free to schools, church youth groups, scouting troops and youth mentoring organizations like "Partnership 4 Kids" and "Boys & Girls Club".

The tv commercial is the fifth in an ongoing series that will introduce viewers to one more financial education initiative that Centris has undertaken and will direct viewers to [www.togethergrowingstrong.org](http://www.togethergrowingstrong.org) for more information and instructions for how they can request a Mad City Money event.

"We've identified a need in the communities we serve and want to help alleviate financial stress that the majority of us feel at some point in our lives," Gonzales said. "Through the free education we are offering, we are living our mission of being a trusted financial partner." For more information about all of Centris' financial education offerings, go to [www.togethergrowingstrong.org](http://www.togethergrowingstrong.org).

*Centris Federal Credit Union, founded in 1934, is Nebraska's largest federally chartered community credit union. Centris serves Douglas, Sarpy, Lincoln, McPherson and Pottawattamie counties and has 14 offices located in Omaha, Grand Island, North Platte and Tryon, Nebraska and Council Bluffs, Iowa. Our mission is to be a trusted life-long financial partner.*