

National Credit Union Administration  
1775 Duke Street  
Alexandria, VA 22314-3428  
[www.ncua.gov](http://www.ncua.gov)

Media Contact: NCUA Office of  
Public & Congressional Affairs  
Phone: (703) 518-6330  
Email: [pacamail@ncua.gov](mailto:pacamail@ncua.gov)



## NCUA Media Release

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# NCUA Deposit Insurance Website Tool is Available

### *Website “Widget” Facilitates Access to Suze Orman Commercials, E-Calculator*

**October 28, 2010, Alexandria, Va.** -- In an effort to spread the word about the National Credit Union Administration (NCUA) federal share insurance public awareness campaign, NCUA is encouraging credit unions and other interested parties to install the “Keep Your Money NCUA-safe” campaign “widget” on credit union and related websites. The widget, a clickable picture with rotating messages about NCUA insurance that can be placed on websites, blogs, or social media pages, is available at <http://ncua.gov/NCUAsafe.aspx>.

The “Keep Your Money NCUA-safe” campaign is aimed at educating credit union members and other consumers about the safety of credit union deposits insured by the National Credit Union Share Insurance Fund (NCUSIF), the federal insurance fund administered by NCUA, and to provide specific information about how to maximize protection under insurance coverage limits.

By clicking the widget, viewers will be directed to the “Keep your money NCUA-safe” campaign landing page, which contains :30 and :60 second TV commercials and an interview about NCUA insurance, featuring personal finance expert Suze Orman. An e-calculator will also be accessible for consumers who want to make certain their funds are fully insured.



The widget is easily installed by clicking the “Get Widget” button and then following brief instructions in a small drop-down box. There are also options to place the widget on popular social media sites, such

as Facebook, LinkedIn or Blogger.

“The NCUA Share Insurance Campaign widget is a simple yet very important way in which credit unions can get the message out about the safety of federally insured credit union deposits,” noted NCUA Chairman Debbie Matz. “At a time of economic uncertainty, it is essential that NCUA, and credit unions, do their part to inform and reassure consumers about this vital public benefit. I encourage anyone who is interested in consumer protection and financial education to take full advantage of this practical, easy-to-use tool.”

Please contact [socialmedia@ncua.gov](mailto:socialmedia@ncua.gov) if you have any questions about installation or use of the NCUA Share Insurance Campaign widget.

*NCUA is the independent federal agency that regulates, charters and supervises federal credit unions. With the backing of the full faith and credit of the U.S. government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of over 90 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions.*

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