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BluCurrent Credit Union (Springfield) wants kiddos to know the importance of education and wants to reward them for their school attendance efforts. BluCurrent had a booth at the North Springfield Betterment Association (NSBA) Attendance Party on May 6.

The NSBA is an organization that works to improve the community on the north side of Springfield. The Attendance Party is an annual event that includes 14 north side elementary schools; students who earned 99 percent or better attendance throughout the school year are invited to take part. They also get to bring their entire family. There were close to 1,000 people in attendance this year. Local businesses donate large-sized items such as bikes, which are raffled off to the kids. They also provide dinner for everyone and each business hosts a game booth. BluCurrent did a ring toss and handed out temporary tattoos, water bottles and toys.

"We chose to participate in this event because it supports education in the communities we serve. The Attendance Party puts kids on the right path early; high attendance is linked directly with the high school graduation rates in our area," says Jacqueline Post, marketing assistant at BluCurrent. "We truly enjoy the opportunity to connect with elementary school students and their families while supporting the great school system we have in Springfield."



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