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### **Mountain America Insurance Services Sponsors Bike Safety Fair**

SALT LAKE CITY, August 6, 2009—Mountain America Credit Union sponsored a bike safety fair to remind kids how to stay safe on their bikes this summer.

The event was held at Mountain America's corporate headquarters at 7181 S. Campus View Drive in West Jordan, Utah on Saturday, August 1, 2009.

"For many of us, our children are our greatest asset," says Nick Bloxham, Mountain America Insurance Services Manager. "We are proud to promote bike safety and awareness by sponsoring our first ever bike safety fair. Going along with the theme of this year's event "Safeguard Your Family," we feel that safeguarding the income that your dependents rely on is one of the best ways to protect your family from financial devastation that results from an untimely death. Most people would not allow their children to ride their bike unprotected yet, statistics show that over 10 percent of families with children under 18 have no life insurance. Of those who do have life insurance, 56% feel their coverage is inadequate. Mountain America Insurance Services offers families term life insurance for their peace of mind."

About 200 kids and their parents showed up for free helmets. They rode through a full-scale safety course learning how to stop, get off their bike and walk it across an intersection—among other safe practices. Some got their bikes "licensed" by the West Jordan Police Department. A licensed bike can easily be identified in the event that it gets lost or stolen.

With roots dating back to the 1930's, Mountain America Credit Union membership is a tradition for many members. Today the credit union serves more than 328,000 members and has over \$2.8 billion in assets. Recently Mountain America was noted as having the strongest brand among all U.S. credit unions with assets of \$1 billion or more by the non-affiliated Bancography brand index. Visit [macu.com](http://macu.com) for more information.

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