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FOR IMMEDIATE RELEASE

PenAir Credit Union Launches Annual NOW Competition A Financial Fitness Journey with Life-Changing Results

Pensacola, Florida (June 23, 2025) — [PenAir Credit Union](#) (PenAir) is excited to open applications for the 2025–2026 season of NOW, its powerful Financial Fitness Competition that’s helped local families tackle debt, build savings, and rewrite their financial stories. Three households will be selected to receive seven months of hands-on coaching—and compete for a \$10,000 grand prize. This transformative program is designed to empower and improve financial health and literacy.

NOW isn’t just about winning money—it’s about building momentum. Just ask last season’s winners, the DiPaolo family, who used the experience to eliminate debt, boost their savings, and strengthen their financial future. Their story, and those of past participants, can be found at PenAir.org/NOW.

“Watching the DiPaolos and all the families work hard, support each other, and transform their approach to money was inspiring,” said Casey Brueske, Community Education Development Specialist at PenAir. “NOW gives families the tools, coaching, and encouragement they need to break old habits and build a foundation that lasts.”

From September 2025 to April 2026, each selected participant will work closely with a certified PenAir financial counselor to build a custom plan for success. The journey includes budgeting, saving, credit improvement, and more—paired with accountability and encouragement at every step. In the end, PenAir will award \$10,000 to the grand prize winner, and \$5,000 and \$2,500 to the runners-up.

Since its inception, the competition has profoundly impacted participants, with past families achieving an average savings of \$12,381 and reducing debt by \$16,043. “This is one of the most meaningful programs we offer,” said Brueske. “Because when a family gains financial confidence, the ripple effect touches every part of their lives.”

To be eligible for the 2025-2026 NOW competition, applicants must either be current PenAir members or eligible to join. Applicants must also demonstrate a genuine commitment to improving their financial situations and be open to sharing their progress with the community through interviews, videos, and online posts.

Applications for the NOW Financial Fitness Competition are being accepted now through July 13, 2025. For more information and to apply, visit www.penair.org/NOW.

About PenAir Credit Union

Established in 1936, PenAir Credit Union has been a bold force for good, uniting community, resources, and impact. With assets surpassing \$2.6 billion, PenAir is dedicated to enhancing the lives of its members from Mobile, Alabama, to Tallahassee, Florida. As a member-owned institution, PenAir prioritizes individual needs, ensuring tailored solutions for financial success. Beyond financial services, PenAir actively contributes to community growth through education, development projects, and charitable endeavors. Learn more about how PenAir is building a legacy of economic empowerment and community enrichment at www.penair.org.

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