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## **Ardent Credit Union Opens 2023 Scholarship Contest**

**Video Contest Offers \$15,000 in Scholarships to Those Entering First Year of Higher Education**

**PHILADELPHIA, (March ##, 2023)** – Ardent Credit Union ([Ardent](#)) announced today that it has opened its 2023 scholarship contest. The member-owned financial cooperative is awarding one \$5,000 scholarship to a grand prize winner, as well as four \$2,500 scholarships to runners up.

The contest is open to members who graduated in 2022 or 2023 and are entering their first year of higher education in the fall 2023 term. Winners of the 2022 contest represented high schools throughout the Philadelphia region.

“Last year, we changed up our scholarship contest to require a video instead of a written essay, and the creativity on display was astounding. We can’t wait to see what this year’s applicants bring to the table,” Rob Werner, president and CEO of Ardent said. “I’m proud to say that our scholarship program has celebrated well-rounded students in the Philadelphia region for more than 10 years. It is a huge part of our commitment to the communities we call home.”

To apply, candidates must submit a “viral-worthy” video demonstrating why they should be awarded an Ardent scholarship. This includes highlighting academic accomplishments, personal stories, community involvement, and athletic and extracurricular activities. All videos must be submitted by April 14, 2023 and winners will be notified by the end of May.

Applicants must be members of Ardent and accepted to an accredited two or four-year college, university, technical, trade or business school. Students who are not yet Ardent members, but are eligible for membership, can join before applying for the scholarship. Ardent asks that each video be between 30 seconds and two minutes in length, while excluding any logos or copyrighted material such as music.

Now in its 13<sup>th</sup> year, the scholarship program has awarded \$144,000 in scholarships since its inception in 2010. More information about the scholarships and the application process can be found at [ardentcu.org/scholarship](http://ardentcu.org/scholarship).

With a commitment to improving financial literacy of teens and young adults, Ardent has a [Money Ninja](#) program to provide free resources to encourage youth financial literacy. The program includes animated videos and other content that help make learning the essentials of smart financial management more fun.

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### **ABOUT ARDENT CREDIT UNION :**

Ardent Credit Union is a member-owned financial cooperative. Originally founded in 1977 by the employees of the SmithKline Corporation, Ardent has nearly \$850 million in member assets. Headquartered in Philadelphia, Ardent serves Philadelphia, Montgomery, Delaware, Bucks and Chester Counties. For more information, visit [ArdentCU.org](http://ArdentCU.org) or call 800.806.9465.