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Philadelphia's Ardent Credit Union Launches Financial Literacy App for Youth

Ardent Money Ninja Training makes financial education accessible and engaging for youth through videos, quizzes and prizes.

PHILADELPHIA, Pa. (April 5, 2024) –Ardent Credit Union ([Ardent](#)) has launched its Ardent Money Ninja Training mobile app to boost financial literacy among the younger generations. This innovative app introduces a gamified learning experience to money education by making it fun for kids ages 6 to 19.

Through a series of clever cartoon videos, the Ardent Money Ninja Training app takes younger kids and teens on a journey to learn essential money skills for their age group. Each video is followed by a set of randomized questions, challenging users to apply what they've learned before advancing to the next level. Upon completion of the series, participants earn a certificate, which can be presented at any Ardent location for a prize.

"Understanding money is a foundational skill that sets the stage for a lifetime of financial wellness," said Rob Werner, President and CEO of Ardent. "We're excited to introduce a dynamic way for kids to learn about money now before they reach adulthood. While there has been progress, personal finance classes are not yet required in all schools. That's why we want to provide a resource to families who know how essential these skills are for future financial success."

Ardent chose to launch the app during Financial Literacy Month to underscore the critical importance of youth financial literacy. With 75% of American teens admitting to a lack of confidence in their financial knowledge in a recent Annuity.org survey, the Ardent Money Ninja Training app is dedicated to filling the gap.

"The app complements [ArdentMoneyNinja.com](#), a companion website, which hosts more educational videos and additional resources," said Werner.

This free educational tool is now available for download on both the App Store and Google Play. For more information about the Ardent Money Ninja Training app and Ardent's financial literacy initiatives, please visit [ardentmoneyninja.com](#).

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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 more than \$850 million in member assets. Headquartered in Philadelphia, Ardent serves Philadelphia, Montgomery, Delaware, Bucks, and Chester Counties. For more information, visit [ArdentCU.org](#) or call 800.806.9465.

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