

**FOR IMMEDIATE RELEASE**

**Sept. 15, 2025**

CONTACT: Amanda Swan | 509.280.1800 | [aswan@numericacu.com](mailto:aswan@numericacu.com)

**NUMERICA LAUNCHES “READ TO SKI” PROGRAM**

SPOKANE VALLEY — Numerica Credit Union has partnered with Schweitzer and the Lake Pend Oreille School District to launch a new literacy initiative for local middle school students. Numerica’s Read to Ski program encourages 7th and 8th graders to build reading habits by offering a unique reward: a free lift pass to Schweitzer for the 2025–26 ski season.

**How it works:**

- Open to all 7th and 8th grade students in the Lake Pend Oreille School District
- Read and log 10+ hours by Friday, Nov. 21
- Submit your completed log to your teacher
- Receive a free lift pass to Schweitzer for the 2025–26 season

“At Numerica, we believe that every child deserves access to opportunities that help them grow and thrive,” said Amanda Swan, Numerica’s vice president of community impact and communications. “Through Numerica CARES for Kids, we invest in programs that remove barriers, support education, and create meaningful experiences for local students and families.”

This community-focused initiative is part of Numerica CARES for Kids, the credit union’s long-term commitment to supporting children and families facing systemic poverty.

“This partnership is another great example of our commitment to community youth programs,” said Tom Chasse, Schweitzer’s chief operating officer. “Schweitzer is deeply invested in our local schools, and we are proud to partner with Numerica in support of initiatives like the Read to Ski program, helping to encourage students to further their education and pursue outdoor recreation.”

The collaboration has been met with enthusiasm by educators who see the value in combining literacy with incentives that promote wellness and adventure.

“In these digital days, pleasure reading is more important than ever, as are healthy outdoor activities,” said Geoff Penrose, Sandpoint Middle School principal. “We’re thrilled to partner with Numerica to support both which will better prepare our students to learn and thrive academically.”

**FOR IMMEDIATE RELEASE**

**Sept. 15, 2025**

CONTACT: Amanda Swan | 509.280.1800 | [aswan@numericacu.com](mailto:aswan@numericacu.com)

Headquartered in Spokane Valley, Numerica serves the financial needs of more than 175,000 members. It invests earnings toward enhancing lives, fulfilling dreams and building communities in Eastern Washington, Central Washington and North Idaho. Membership is open to anyone who lives, works or worships in the state of Washington or North Idaho. With more than \$5 billion in assets under management, Numerica is federally insured by NCUA and an Equal Housing Opportunity lender.

###