



Text for Radio Spot

[CU name] offers Directo a México – the best way to send money to your loved ones in Mexico. Why is Directo a México the best transfer option on the market? Because your family will receive more pesos. By using your credit union account to send Directo a México, every transfer receives the best exchange rate for dollars to pesos along with security and speed. [CU name] offers Directo a México for only \$ [X] dollars per transfer. Visit our location at [address] to learn more about Directo a México.

[Version with optional sentence for credit unions to advertise low-cost member accounts]

[CU name] offers Directo a México – the best way to send money to your loved ones in Mexico. Why is Directo a México the best transfer option on the market? Because your family will receive more pesos. By using your credit union account to send Directo a México, every transfer receives the best exchange rate for dollars to pesos along with security and speed. [CU name] offers Directo a México for only \$[X] dollars per transfer. **Our associates can also help you open a low cost account so that you can transfer money using Directo a México.** Visit our location at [address] to learn more about Directo a México.