

FOR IMMEDIATE RELEASE: September 5, 2014

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United 1st Federal Credit Union earns multiple statewide honors

DULUTH, GEORGIA – Georgia credit unions are supporting their members and communities in a variety of ways, and Georgia Credit Union Affiliates recognizes those efforts with an annual statewide awards program.

The Dora Maxwell Social Responsibility Community Award honors credit unions for their outstanding efforts in community projects and activities. The Louise Herring Award for Philosophy in Action commends credit unions for making exceptional efforts to include credit union philosophy in daily operations and member services. The Desjardins awards recognize leadership on behalf of youth and adult financial literacy initiatives.

“Credit unions are about people, not profits,” said Mike Mercer, president and CEO of Georgia Credit Union Affiliates. “These awards recognize the efforts of Georgia credit unions to reach out and make a positive impact in their communities. This program shines a well-deserved spotlight on some of the creative ways Georgia credit unions make a difference in people’s lives.”

This year, United 1st Federal Credit Union won multiple awards including both the Desjardins Adult and Youth Financial Education Awards for Georgia credit unions in the \$50 - \$150 million asset category, the Louise Herring Award for Philosophy in Action in the \$50 - \$250 million asset category and the Dora Maxwell Award in the \$100 - \$200 million asset category.

Activities recognized for the Desjardins Awards included financial education classes for youth, distribution of printed materials, youth accounts and online savings tools for students. United 1st educated adults through its Adult Financial Literacy program, participated in various community events and held a Balancing the Budget presentation.

Community outreach activities for the Louise Herring Award for Philosophy included the Scholar Dollars program, which teaches children the importance of saving money and getting good grades. Outreach activities for the Dora Maxwell Award included projects such as a middle school book fair, Relay for Life and several Salvation Army fundraisers.

The award-winning submissions from Georgia have been entered in the national awards program administered by the Credit Union National Association, with those results to be announced in October.

“Through our Vision and Service Standards, United 1st strives to be a positive impact in our communities. Our staff did a stellar job in the past year, and I applaud their efforts,” noted United 1st

Affiliates

CEO Pat Conn. “We are extremely pleased to see their outstanding work recognized with these prestigious awards.”

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About Georgia Credit Union Affiliates

Georgia Credit Union Affiliates (GCUA) provides services and support that help credit unions meet the financial service needs of the state’s more than 1.9 million credit union members. GCUA offers advocacy, educational, operational and marketing support for Georgia’s 138 credit unions, with combined total assets of more than \$19 billion. More information can be found at www.georgiacreditunions.org and on social media at <https://www.facebook.com/creditYOUunion>, <https://twitter.com/HPALGa> and <https://twitter.com/Gcuagov>.