



*Creating Cooperative Power*

For Immediate Release  
August 2, 2018

## **Norwalk Residents Got to Know Affinity Federal Credit Union While Saving Some Money on Breakfast**

NORWALK, CT – Affinity Federal Credit Union introduced itself to the Norwalk community by hosting its third “In Your Neighborhood” event in partnership with the Cooperative Credit Union Association on July 28.

The Cooperative Credit Union Association’s “In Your Neighborhood” events allow credit unions to introduce themselves to their communities by connecting with residents in places they frequent and treating them to a cup of coffee or something to eat.

Affinity’s event was held outside of Francesca’s Italian Deli located directly across the street from Affinity’s Norwalk Branch. Patrons of Francesca’s were given discounts of up to \$5 towards their coffee or breakfast for a few moments of time to discuss the credit union difference.

“Many community members remember the former NEA Credit Union branch, which was in a different location,” said Juan G. Londoño, the Norwalk Branch Manager. “This was a great way for us to meet some new people and get our name out there. I hope we can do it again.”

Affinity recently completed a merger with NEA Credit Union and the “In Your Neighborhood” event gave its team members the opportunity to present themselves to the community.

“Many of the people who visited with the Affinity team on Saturday morning took time to really listen and hear about the benefits of banking with the credit union,” said Candice Nigro, vice president of strategic marketing with CCUA. “Many of the patrons were familiar with credit unions, but didn’t know that Affinity was so close or variety of services offered by the credit union.”

The Cooperative Credit Union Association completes “In Your Neighborhood” events as part of its “Better Values, Better Banking” consumer awareness campaign. The events allow CCUA member credit unions to present

themselves to the communities they serve and bring awareness to the credit union difference.

To learn more about joining Affinity Federal Credit Union, please visit [www.joinaffinity.com](http://www.joinaffinity.com)

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**About Affinity FCU**

*When you become a member of Affinity Federal Credit Union, you belong to something better – a community. With more than 20 branches, Affinity is the largest credit union headquartered in the state of New Jersey, proudly serving the tri-state area and ranking in the top 2 percent of all credit unions in terms of asset size.<sup>1</sup> With thousands of businesses, associations, clubs and individuals comprising the Affinity family, we are truly a community connected. Affinity members have access to a network of more than 5,600-shared branches and nearly 30,000 surcharge-free ATMs nationwide. As a member-owned, not-for-profit, full-service financial institution federally insured by the National Credit Union Administration (NCUA), Affinity's products and services are designed to fit member needs, all while offering great rates and fewer fees. From consumer and business banking services that include a full suite of deposit products, mobile and online banking, to auto, real estate, education and personal loans, Affinity offers the right tools for its members' financial success. For more information, please visit [affinityfcu.com](http://affinityfcu.com) and follow us on Facebook (AffinityFCU), Instagram (AffinityFCU) and Twitter (@AffinityFCU).*

<sup>1</sup>CUDATA.com

**About Cooperative Credit Union Association**

*The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 200-member credit unions located primarily throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA members hold combined assets in excess of \$45 billion and serve a collective membership base of more than 2.3 million consumers. It's on behalf of these member credit unions that CCUA advocates before Congress and state legislatures, regulatory bodies and the general public through its Better Values—Better Banking consumer awareness campaign. In addition to advocacy, CCUA also engages its members with an array of industry resources, from compliance assets and marketing support to vetted products and service providers; an array of educational workshops and conferences; and a variety of communication channels that include a daily e-newsletter, live and recorded video programs, and a quarterly magazine focused on CCUA's advocacy initiatives. For more information, visit [www.CCUA.org](http://www.CCUA.org).*