



*Creating Cooperative Power*

For Immediate Release  
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## **Out and About: Two 'In Your Neighborhoods' in One Day Prove How Important a 'Community Connected' is to Affinity**

BASKING RIDGE and EDISON, NJ – On Friday, August 3, Affinity Federal Credit Union team members showed what a community connected means to two of its New Jersey communities. In the morning, the team set up to provide breakfast to Basking Ridge and, in the afternoon, lunch to Edison. As the fourth and fifth "In Your Neighborhood" events for the Affinity communities, excitement from the communities and the team is building.

"I loved getting out and meeting with community members. I was able to have some really great conversations with people and explain how Affinity can help them in their day-to-day lives," said Ruben Camacho, Relationship Specialist, Basking Ridge, Affinity Federal Credit Union.

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.

"Everyone that stopped by was so happy to learn about the credit union and grateful to be given the \$5 vouchers. It was fun to see members and non-members and help out a local business in our community," said Nicole Costa, Affinity's Edison Branch Manager.

Affinity's breakfast event was held outside of O'Bagel located on King George Road in Basking Ridge. Patrons of O'Bagel were given discounts of up to \$5 towards their coffee or breakfast for a few moments of time to discuss the credit union difference.

The credit union's afternoon event was held outside of Brooklyn Boys Pizza and Deli on Lincoln Highway in Edison. Patrons of Brooklyn Boys were given discounts of up to \$5 towards their lunch for a few moments during many of their lunch breaks.

“Friday’s events were fantastic. Many of the people that stopped to speak with the credit union team were incredibly interested in learning about the credit union difference and how Affinity could help them with their financial lives,” said Candice Nigro, vice president of strategic marketing with CCUA. “Both events were testaments to the commitment Affinity has made to its communities.”

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).*