



Creating Cooperative Power

For Immediate Release
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Hello Denville! Affinity Federal Credit Union's 'In Your Neighborhood' Builds Relationships Over Lunch

DENVILLE, NJ – On Wednesday, August 15, Affinity Federal Credit Union team members set up shop at il Torrente in Denville to interact with community members and provide them with \$5 towards their lunch at the pizzeria. Affinity team members sported Affinity gear, made connections in the community and were even able to thank some already loyal Affinity members.

"Denville is a small town and has a small town vibe. This is a great way for us to reach these community members since this is what they like, local businesses coming together," said A.J. Watts, Member Development Specialist, 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.

"Getting out in the community is such a part of our culture," said Denise Larkin-Covert, Affinity's Denville and Dover Branch Manager, "We recently participated in the Denville Street Fair, which was a huge success. This In Your Neighborhood event is a great compliment to that; people are seeing Affinity supporting the community."

Affinity's Denville In Your Neighborhood event was held at il Torrente Pizzeria. Patrons were given discounts of up to \$5 towards their lunch for a few moments of time to discuss the credit union difference.

"This was the sixth 'In Your Neighborhood' event I've had the opportunity to participate in with Affinity and their company culture shines through as I interact with their team," said Candice Nigro, vice president of strategic marketing with CCUA. "Each Affinity team member approaches the events with ease and finds excitement in speaking with members of the community."

The communities are so different, the team members are all different, but the culture is the same time and time again.”

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

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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.¹ 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 and follow us on Facebook (AffinityFCU), Instagram (AffinityFCU) and Twitter (@AffinityFCU).

¹CUDATA.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.