



Creating Cooperative Power

For Immediate Release
April 26, 2018

Making a First Impression Count: Affinity Federal Credit Union's Inaugural "In Your Neighborhood" Event a Success

STONY POINT, N.Y. – Affinity Federal Credit Union introduced itself to Stony Point, N.Y. by hosting an "In Your Neighborhood" event in partnership with the Cooperative Credit Union Association.

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 at Deli Central in Stony Point, and patrons were given discounts of up to \$5 towards their lunch for a few moments of time to discuss the credit union difference.

"Affinity prides itself on being a Community Connected, and this event was the perfect way to showcase this to the residents of Stony Point," said Jeanine Cortez, Branch Manager of Affinity's new Stony Point location. "We were thrilled to meet residents first-hand, and are excited to show them the many benefits of credit union membership, such as receiving superior service and community involvement to truly impact the Stony Point community."

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.

"It was great to see so many patrons who already knew about the Affinity and loved it, but also to see the number of people who were truly interested in learning more about its products and services. One young man was excited about the prospect of opening an account at the credit union and working on building his credit with an auto loan," said Candice Nigro, vice president of strategic marketing with CUA and who was on-site for the event.

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 joinaffinity.com.

###

Media Contact

Brian Hyland
Media Director, Stern Strategy Group
bhyland@sternstrategy.com
908-325-3891

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 5,000-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.