



FOR IMMEDIATE RELEASE:

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MEDIA ADVISORY

SELF-HELP FEDERAL, FRESNO, GRAND RE-OPENING

WHEN: October 29 from 4:00 pm – 6:00 pm
WHERE: 5261 East Kings Canyon Road, Fresno, CA 93727

Join Self-Help Federal Credit Union, city officials and more as we celebrate the grand re-opening of our Fresno location at 5261 East Kings Canyon Road. Mayor Lee Brand and other local dignitaries will be on hand. Refreshments will be provided.

Self-Help is committed to serving the Fresno community, that's why we're extra excited about our new bigger and better location!

We're only two blocks away, but our new location boasts a community room with space for our literacy courses and for area nonprofits to hold workshops and presentations to benefit the entire community. We've added room for a commercial lending team and expanded our loan capabilities.

Self-Help Federal Credit Union is a financial institution that fills the gap for working families, minorities, immigrants and other groups not well served by traditional banks. We not only make opening and maintaining checking and savings accounts attainable but also offer a range of personal, home and auto loans, financial-literacy courses and other services.

Self-Help Federal's new location will continue to ensure that low-income families, people of color, and other underserved groups have a fair and affordable alternative to meet their banking needs.

Join us for this exciting event. Micheline Savarin, Director of Marketing, Self-Help Federal Credit Union for more information at 415.572.2433.

For more information on Self-Help Federal Credit Union, please go to <https://self-helpfcu.org/>

Self-Help Federal Credit Union was chartered in 2008 to build a network of branches that serve working families and underserved communities. With 17 branches in California, 9 branches in the Illinois and Wisconsin, approximately \$1.1 billion in assets, and serving more than 79,000 members, Self-Help Federal CU is one of the fastest-growing low-income designated credit unions in the country.

More information about **Self-Help Federal Credit Union** can be found at self-helpfcu.org.

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