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**FOR MORE INFORMATION CONTACT:**

Lauren Williams

Marketing Specialist

269.544.3404

[lwilliams@arborfcu.org](mailto:lwilliams@arborfcu.org)



Pictured (left to right): Sabrina Helland, Christy Trammell, Tammy Phelps, Mary Noack, David Aubry, Julie Blitchok, Keith Sargeant, Kenneth Leonard and Aaron Miller.

KALAMAZOO, MI – On August 8<sup>th</sup> Educational Community Credit Union opened its doors for the first time as Arbor Financial Credit Union. The credit union commemorated this milestone with ribbon cutting event with Southwest Michigan First at their main office off 9<sup>th</sup> Street in Oshtemo. Today, August 16<sup>th</sup>, Arbor Financial Credit Union held another ribbon cutting event at their Three Rivers office. Many community leaders and vendor partners were on hand to celebrate the success with Arbor Financial’s President/CEO, Julie Blitchok and Chairman of the Board, David Aubry, including Three Rivers Chairman Ambassador Sabrina Helland, President/CEO of Three Rivers Area Chamber of Commerce Christy Trammell and State Representative District 59 Aaron Miller.

A new name was chosen not due to a merger, but because the old name had become a barrier to growth. “I thought you had to be a teacher to belong to ECCU,” was the common response to survey questions when community members were asked who could join the credit union.

The new name is more open and the word “arbor” implies a structure for growth. The new name is seen as an evolution of their existing brand, and reaches out to community members and businesses.

“We are the same credit union with local service and talent. We are positioning the credit union for long-term growth and expansion.” states Julie Blitchok, President and CEO. “We have been, and will continue to be focused on people’s financial growth and success”.

In addition to the new name, the credit union is planning to improve, and possibly move, several branches for better accessibility and service at their Portage, Plainwell, and Three Rivers locations. There are also future plans for expansion into new markets. Arbor Financial also launched a new product this week called Momentum Checking, which rewards users the more they use their debit card, with up to 4% APY earnings on balances of up to \$15,000.\* Also launched this week is a “Step-Up” CD special that automatically pays more interest over the course of the CD. Full details are at [arborfcu.org](http://arborfcu.org).

Founded in 1935, Arbor Financial Credit Union provides a full range of financial products and services to people and businesses in Southwest Michigan. The credit union exceeds \$465 million in assets and serves more than 37,000 members.

\*Visit [arborfcu.org](http://arborfcu.org) to learn for more.