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**FOR MORE INFORMATION
CONTACT:**
Kyle Sparks
Marketing Specialist – Communications
269.544.3404
ksparks@arborfcu.org

Arbor Financial honored at 6th Annual BBB Torch Awards



PHOTO CAPTION: Representatives from Arbor Financial's executive team were awarded with the 2018 Better Business Bureau Torch Award for Ethics.

GRAND RAPIDS, MI – Arbor Financial Credit Union was recently honored by the Better Business Bureau of Western Michigan with the Torch Award for Ethics during a ceremony at the J.W. Marriott in Grand Rapids. A total of six organizations were recognized at the event.

The Better Business Bureau explains that the award honors organizations and businesses which operate ethically and highlights their outstanding efforts to inspire others to follow their lead. These organizations generate a high level of trust among their employees, customers and their communities.

“It was an honor and privilege to accept the Torch Award for Ethics on behalf of Arbor Financial,” said Arbor Financial President and CEO Julie Blitchok. “Receiving the award is a wonderful tribute to our employees and board of directors, and speaks to our great culture and the trust we’ve built with our members and each other,” she stated.

Arbor Financial’s value statement of: “Work together, do the right thing, and have fun” has fostered the culture at the credit union and has contributed to their growth and success. Recipients who were selected for the Torch Award were chosen based on many criteria, which included leaderships’ commitment to ethical practices; how the organization implements best management practices; how the business demonstrates their commitment to provide opportunities for growth for employees; how the organization supports community service, and more.

The Better Business Bureau of Western Michigan has distributed the Torch Awards since 2012. For more than 100 years, Better Business Bureau has been helping people find businesses, brands and charities they can trust. Consumers and businesses can search business reviews and ratings on more than 5.3 million businesses as well as Charity Reports on 11,000 charities which are accessible at no cost at bbb.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 \$548 million in assets and serves more than 39,000 members. Visit arborfcu.org to learn more.

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Arbor Financial Credit Union

1551 South 9th Street | Kalamazoo, MI 49009 | T: 269.375.6702 | www.arborfcu.org