

**~SAN MATEO~
CREDIT UNION**

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FOR IMMEDIATE RELEASE

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CELEBRATE INTERNATIONAL CREDIT UNION DAY WITH SAN MATEO CREDIT UNION

SAN MATEO, CA – More than 177 million credit union members around the world will celebrate International Credit Union Day on October 16, 2008, to commemorate the credit union movement's history and achievements. In honor of this special day, San Mateo Credit Union (SMCU) invites you to our branch for a Member Appreciate Day.

Credit unions are not-for-profit financial cooperative that provide an effective and viable alternative to for-profit financial institutions for more than 177 million members in 96 countries worldwide. Credit unions exist to serve members, providing a safe place to save money and access affordable loans.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions' proud history and promote awareness of and support for the credit union difference of member ownership. This year's theme, *It Belongs to Me*TM, underlines the credit union and cooperative spirit, reminding all of us that credit unions were founded not for profit, not for charity, but for service.

Internationally, credit unions are recognized as a force for positive economic and social change and have found great success in both developed and emerging nations. They are built on a one member/one vote model that provides members with a unique opportunity to experience democracy firsthand.

International Credit Union Day is sponsored by World Council of Credit Unions (WOCCU), the international trade association and development organization for credit unions, and Credit Union National Association (CUNA), the premier trade association for America's credit unions.

On October 16th, San Mateo Credit Union and credit unions from around the world will be celebrating the day. Visit any SMCU branch location for more information about Member Appreciation Day.

Anyone interested in becoming an SMCU member can call toll-free 888 363-1725 or apply online at www.smcu.org. Membership in San Mateo Credit Union is open to all San Mateo County residents, employees and students; employees of member companies and companies who belong to the Golden Gate Better Business Bureau or one of the county's 15 Chambers of Commerce; as well as family members, domestic partners and roommates of SMCU members.

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About San Mateo Credit Union (SMCU)

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 67,000 members, managing more than \$600 million in assets. With six San Mateo County branch locations and a comprehensive online banking system, SMCU provides a full range of financial services to its member-owners. More information on SMCU is available at www.smcu.org.