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**FOR IMMEDIATE RELEASE**

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## **SAN MATEO CREDIT UNION'S FIFTH ANNUAL BACKPACK DRIVE SURPASSES GOAL**

San Mateo, Ca – This July and August, San Mateo Credit Union (SMCU) undertook their fifth annual Back2School backpack drive, an event designed to help elementary students in need start back to school with backpacks filled with supplies. This year's event surpassed the credit union's goals, generating 78 backpacks donated to students at Fair Oaks Elementary, Garfield Elementary and Hoover Elementary schools.

"I'm very pleased with the level of support our employees showed for this drive," said Richard Villareal, head of financial education and community relations at SMCU. "It's wonderful to know that we made a difference in kids' lives."

The employee program aims at helping elementary school students get a head start on their school year. The backpacks and supplies are entirely paid for by SMCU employees, and are given at no cost to the students. This year, employees from all six branches participated, including members of the consumer lending, marketing, human resources and asset recovery departments.

For some employees, the drive provided a great opportunity to teach the value of giving to their children. Marketing Manager Cynthia Held's 7-year-old daughter donated 13 backpacks herself. "She's at an age when most children think about all the things they want," said Cynthia. "This was a good chance for her to learn the value of giving and how great it feels to help someone else."

SMCU has been donating backpacks and school supplies since 2003, helping the credit union give back to the community that has supported it for more than 50 years.

"San Mateo County is made up of wonderful people and communities," said SMCU CEO and President Barry Jolette. "We feel fortunate to have the opportunity to show our appreciation by putting on this backpack drive every year. Helping out the young people in San Mateo County is one of the best ways I know of to ensure our communities stay strong and healthy in the years ahead."

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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](http://www.smcu.org).