



REQUEST FOR COVERAGE

FOR RELEASE ON:

Thursday, January 22, 2009

FOR MORE INFO, CONTACT:

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GENERATIONS CREDIT UNION SERVES UNDER-BANKED CELEBRATES GRAND OPENING OF 8TH BRANCH NEW BRANCH SERVICES SOUTHSIDE OF SAN ANTONIO

WHO: generations federal credit union senior management and board members

WHAT: Will open generations federal credit union's eighth branch – the first dedicated to serving the Southside of San Antonio, with a Grand Opening Celebration with members, community leaders and dignitaries.

WHEN: **Thursday, January 22, 2009**
9:30 a.m. Reception, *One-on-one Interviews*
10 a.m. Statements from speakers
10:15 a.m. Grand Opening Ribbon Cutting, *Photo/Visual Opportunity*

WHERE: *Take IH 35 South and exit Hutchins*
Turn right on Yarrow
7503 Yarrow Boulevard

WHY: generations federal credit union is the fifth largest credit union in San Antonio with more than 51,000 members and \$383 million in assets. The credit union was founded by Public Works employees in 1940, and has a rich history of serving City of San Antonio employees and their families, helping many of them achieve financial stability and provide their children with better lives.

In 2006, generations received a community charter allowing anyone who lives or works in Bexar County to become a member and benefit from its "people helping people" approach. More than just a place to get better rates or a helping hand for those trying to establish or fix their credit, the credit union is recognized for innovative, award-winning services that reach out to the underserved while actively engaging in numerous community initiatives to help all San Antonians to reach their financial goals.

INTERVIEW/VISUAL OPPS:

Tim Haegelin, *generations President/CEO*
Rose Rangel, *generations Board of Directors Chair*
Councilman Philip Cortez, *District 4*
Cindy Taylor, *South San Antonio Chamber of Commerce President*
Rosie Castro, *Community Activist*

generations leadership and dignitaries will detail the importance of providing helpful financial literacy and services to the community, the branch's positive impact on the neighborhood and various features including a children's play area, safe deposit boxes with hand-scan secure access, a computer café for checking accounts and paying bills, and a *CoinExpress* machine that deposits loose coins directly into an account. gfcu members, leadership and dignitaries will conduct a ribbon cutting to open officially the Southside branch.