

**FOR IMMEDIATE RELEASE**

**San Mateo Credit Union Members and Guests Treated to  
International Credit Union Day Celebration**

**SAN MATEO, CA**—San Mateo Credit Union (SMCU) made sure the International Credit Union Day message, “Your money. Your choice. Your Credit Union™” was seen clearly and heard loudly. The credit union emblazoned the slogan on t-shirts worn by every credit union employee on October 15—from the front lobby to the back office. It’s a message visitors and members will carry with them, as well, on the free grocery tote bags given away to members and visitors in the lobbies of all six SMCU branches.

“Celebrating International Credit Union Day is a fun way to communicate the credit union difference,” said SMCU President and CEO Barry Jolette. “The credit union movement has traveled around the world, uniting people from 97 countries to celebrate the difference and benefits credit union membership offers.”

Since 1948, International Credit Union Day celebrations have been held annually on the third Thursday of October to commemorate the credit union movement’s history and to promote awareness of the organizations’ unique difference. 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.

**About San Mateo Credit Union (SMCU)**

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 70,000 individuals and manages nearly \$600 million in assets. Six conveniently located branches, enhanced by a sophisticated online banking system, bring a full range of financial services within easy access. For more information or to find the branch nearest you, visit [www.smcu.org](http://www.smcu.org) or call Direct Assist (650) 363-1725 Monday through Friday, 8:00 am to 6:00 pm and on Saturday, 9:00 am to 3:00 pm.