



For immediate release

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Fox Communities Credit Union Celebrates The 70th Anniversary of International Credit Union Day

On October 18, Fox Communities Credit Union, along with more than 56,000 credit unions around the world, celebrate International Credit Union Day (ICU Day).

Fox will celebrate with members throughout the week. Members will have a chance to win a \$100 Visa gift card, enjoy coloring pages, have access to great financial information, and enjoy free cookies!

Fox Communities Credit Union celebrates ICU Day because it believes the not-for-profit structure and people-first principles of credit unions make them the ideal financial partners for all people. This year's ICU Day theme is "Find Your Platinum Lining in Credit Unions," a celebration combining the traditional gift of platinum for 70th anniversaries with a play on the saying "every cloud has a silver lining."

The public is welcome to stop by any of our branches and celebrate a worldwide movement that's made helping people its No. 1 priority!

Fox Communities Credit Union is 81 years strong and today serves over 100,000 members with 22 branches. As a member-owned financial institution, Fox prioritizes people over profits. Fox has made a commitment to remain vital in the communities we serve, through our support and involvement. Fox has over 400 dedicated employees and more than \$1.5 billion in assets. In 2017, Fox was awarded the best performing Credit Union by S&P Global.



October 18, 2018, will mark the 70th anniversary of International Credit Union Day. This year's theme is "Find Your Platinum Lining." It combines the traditional gift of platinum for 70th anniversaries with a play on the saying "every cloud has a silver lining."

Credit unions all over the world will be celebrating the history and the success of the "People-not-Profit" philosophy. This year's theme emphasizes the credit union movement's loyalty to its members and its mission to provide them financial support and guidance.

The movement began in the 1840s as a democratic consumer cooperative by weavers in Rochdale, England. Frustrated by bankers who denied them loans simply because they weren't wealthy, the weavers and workers decided to pool their incomes and loan money to each other. In time, this cooperation put each member on solid financial ground and encouraged their own businesses to flourish.

The need for equitable financial institutions grew and, in 1971, the World Council of Credit Unions, Inc. (WOCCU) was created to help establish and maintain viable credit union movements. It has become the leading voice for advocacy and governance on behalf of the international credit union community.

Today, over 235 million people are served by credit unions in 109 countries and 6 continents.

Join us all week, October 15-20, 2018, at any of our branches to celebrate ICU Day.