



Media Release

For Immediate release February 27, 2006

The West Fresno Association brings new financial opportunities to residents

What: Community Event-Press Conference
When: Thursday, March 2 @ 11:45 AM. Event: 11 AM -2 PM
Where: Kearney Palms Shopping Center, XXX Fresno St. 93706
In front of FoodMaxx (Fresno St. & C St.)
Contact: **Tate Hill**, Fresno West Coalition for Economic Dev.
(559) 485-1273 tateh@fwced.org
Topics: credit union, banks, community event, info. booths, opening accounts

Fresno, CA- Fresno West Coalition for Economic Development (FWCED) and Fresno County Federal Credit Union will officially announce their partnership through the West Fresno Association on Thursday, March 2, 2006 at 11:45. The entire community event is scheduled from 11 AM-2 PM at the Kearney Palms Shopping Center (Fresno St & C St).

FWCED created the West Fresno Association (WFA) to provide access economic resources that would empower residents. One of the major benefits of the FREE association, which is open to anyone that lives, works or worships in the Fresno Empowerment Zone, is eligibility to join the Credit Union. Through the partner with FWCED, the Credit Union is the first financial institution to have a presence in West Fresno, southwest of Fwy 99. As a first step in the partnership, the Credit Union placed a full-service ATM machine at Kearney Palms in Food Maxx.

At the press conference, speakers will talk about the need for financial institutions in southwest Fresno, membership benefits of the Association and the Credit Union, and future plans for the West Fresno Association.

At the community event, there will be activities for the entire family:

- Kids Activities-a face painter, a clown, popcorn
- Credit Union staff ready to talk about member services
- Credit Union Staff helping new West Fresno Association members open accounts
- FWCED assisting residents join the Association and offering other services
- FREE hot dogs & soda
- Display cars from the Credit Union's auto loan/sale program
- Hourly Raffle prizes
- A Press Conference with speakers from Fresno Co. Credit Union, FWCED, Councilmember Cynthia Sterling (scheduled), and current WFA member(s)
- Staff languages: English and Spanish

###