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## Credit Union will be a major corporate sponsor during the December PBS pledge drive

*On Dec. 11, Education First Credit Union will 'own the night'  
when Channel 56 features Roy Orbison, Celtic Woman concerts*

**Release:** Immediate  
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NOVEMBER 2007 — **Education First Credit Union** will “own the night” on WTWS Detroit Public Television Dec. 11, when it serves as the sole corporate sponsor for the evening during the fall PBS pledge drive.

For that night, the credit union will match up to \$10,000 pledged by those who call Channel 56 during the five-hour pledge drive, which begins during the “Newshour With Jim Lehrer” at 6 p.m.

“This is an exciting opportunity for us to support educational programs and programming on a grand scale,” said credit union President/CEO Teri Creighton. “From the beginning, we’ve supported and provided educational programs in our member schools and school districts.

“And now we have the chance to reach out to an even larger audience, helping Detroit Public Television continue to provide quality educational programming for millions of viewers, young and old.

“This is a first for us,” she said, “but it won’t be the last time we emphasize our commitment to put education first.”

As part of Education First Credit Union’s commitment on Tuesday, Dec. 11, more than 30 members of the staff and the credit union’s Board of Directors will be in the Channel 56 studios, answering phones and taking pledges from viewers. In addition, Creighton and other officials will be interviewed during the evening, telling the story of Education First Credit Union and its history of partnership with area educators.

“Detroit Public TV is grateful for this new partnership with Education First Credit Union,” said Kelley Hamilton, DPTV vice president of development, “and we look forward to sharing an evening of exceptional programming that also offers a strong incentive for viewers to join us as members.”

The evening’s programming will begin at 8 p.m. with the famous “Roy Orbison — A Black & White Night” concert, in which the late rock and roll icon was joined on stage by such luminaries as Bruce Springsteen, Elvis Costello, Bonnie Raitt, Jackson Browne, K.D. Lang, J.D. Souther and Tom Waits.

That performance will be followed at 9:30 p.m. by the Celtic Woman’s “A Christmas Celebration” concert, featuring the five gifted soloists: four vocalists and a violinist, backed by musicians playing traditional instruments, plus a full orchestra.

“We promise our friends that we’ll have a few surprises for them when they tune in to watch these wonderful programs,” Creighton said. “And we hope they’ll join us in making a pledge to support the incredible programming on PBS.”

Education First Credit Union was founded by nine educators in 1951 as *Wyandotte School Employees Credit Union* and in 1974, changed its name to *Downriver School Employees Credit Union*.

On Oct. 1, the credit union changed its name to Education First, to “better reflects the nature of our membership, rather than the boundaries of our service area,” Creighton said.

In addition to the name change, the credit union has upgraded its technology backbone, including its website (www.Edfirstcu.com) and enhanced on-line and phone banking systems. It also has embarked on an aggressive expansion of its membership market throughout Monroe and Wayne counties in southeastern Michigan.

“For 56 years, we’ve helped our membership deal with the challenges of today while helping them plan for tomorrow,” Creighton said. “We’re excited about offering those same services to an entirely new market and, in many instances, a new generation.”

Today, the credit union has more than 11,000 and assets of nearly \$80 million — making it the fastest-growing credit union in Michigan.\*

Education First Credit Union serves everyone in the education community: certified and non-certified personnel, students and their parents, and all retirees.

Through its school-based programming, Education First Credit Union provides a number of services to its member schools and school districts, including: In-school student-run credit unions, college scholarships, Spotlight on the Arts, equipment and library book purchases, an annual billboard design contest and various school sponsorships.

*\*As reported by the National Credit Union Administration*

### Fast Facts

- **Who:** Education First Credit Union
- **What:** Corporate sponsor during WTWS Detroit Public Television pledge drive.
- **When:** Tuesday, Dec. 11, 6-11 p.m.
- **Where:** DPTV Studios in Detroit (Second Avenue, behind Fisher Theater).
- **Why:** To raise money for WTWS, EFCU will match the first \$10,000 pledged that night.
- **How:** More than 30 members of the EFCU staff and Board of Directors will answer phones during the pledge night.
- **The concerts:** “Roy Orbison — a Black and White Night” and “Celtic Woman Christmas Concert.”

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