



14170 Pennsylvania Road  
Southgate, MI 48195  
Phone: 734-284-9410  
Fax: 734-284-0966  
Email: [info@edfirstcu.com](mailto:info@edfirstcu.com)

## Downriver credit union changes its name, not its service to the education community

*56-year-old financial institution also enhances services, programs; embarks  
on expansion plan to include rest of Wayne County, all of Monroe County*

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### Contact

Teri Creighton  
President/CEO  
734.284.9410

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A new name, new technology and a new attitude.

That's the mantra at work at **Education First Credit Union**, which made its debut Monday, Oct. 1, replacing the name *Downriver School Employees Credit Union* — but continuing a tradition of quality financial services to the education community that began in 1951. (See photo on last page)

"This is an exciting time in the 56-year history of our credit union," said Teri Creighton, president and CEO of **Education First Credit Union**. "It's not often you have a chance to reintroduce yourself; and we're delighted to have this opportunity."

About the choice for a new name, Creighton explained that **Education First** "better reflects the nature of our membership, rather than the boundaries of our service area."

In addition to the name change, the "new" **Education First Credit Union** has upgraded its technology backbone, including enhanced on-line (NetTeller) and phone banking (PhoneTeller) systems, and now features more member services and an enhanced way of doing business.

At the same time, officials have embarked on an aggressive market expansion project that will extend its services to even more school employees, schools and districts in Wayne and Monroe counties.

"This expansion reflects the growing demand for the unique programs and services we offer to those working in education," Creighton said.

The credit union was founded by nine Wyandotte educators in 1951 and now has a membership of more than 11,000 and assets of nearly \$80 million — making it the fastest-growing credit union in Michigan (*as reported by the National Credit Union Administration*).

Since its founding in 1951 as *Wyandotte School Employees Credit Union*, the financial institution has served school employees, students, their parents and retirees in public, private and charter schools.

In 1974, it changed its name to *Downriver School Employees Credit Union*, and in 1988, opened its new headquarters on Pennsylvania Road in Southgate.

In 2002, officials opened their first branch office on Gibraltar Road in Brownstown.

During that time, the credit union also opened full-service branch offices in five area high schools: Carlson (Gibraltar), Huron, Grosse Ile, Airport (Carleton) and Woodhaven.

As part of their expansion efforts, credit union officials plan to eventually open additional high-school based branch offices to serve even more members in Wayne and Monroe counties.

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

"From the beginning, we've never lost sight of the credit union philosophy — 'people helping people.'

"And we pledge to continue to provide friendly, professional service and superior programs while maintaining the highest degree of confidentiality and integrity.

"It's a pledge we take seriously," Creighton said: "Serving our community — one member at a time."

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### **BRANCH OFFICE**

20401 Gibraltar Road • Brownstown, MI 48183

### **SCHOOL-BASED BRANCH OFFICES**

Carlson High School • Huron High School • Airport High School • Grosse Ile High School • Woodhaven High School

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