

New branch office holds open house Friday; service center located inside Board of Ed office

Full-service branch office housed in former classroom

Release date

Immediate

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SEPT. 19, 2008 — Today, Education First Credit Union will celebrate the opening of its new branch office inside the Grosse Ile School District Board of Education office as part of a day-long open house for credit union members on the island.

The Grosse Ile Branch is the first new branch office opened by the credit union in six years; it also operates a main office in Southgate and another branch office in Brownstown.

In addition, the credit union operates five high school-based service centers at Huron, Grosse Ile, Gibraltar Carlson, Airport and Woodhaven high schools. These once-a-week service centers are manned by high school business students and supervised by credit union staff.

The Grosse Ile branch, located in Room 115, opened for business Sept. 2, and is managed by long-time credit union executive Patty Laughlin.

Plans call for co-op students from nearby Grosse Ile High School to eventually be trained as tellers and work at the branch after school.

The Grosse Ile branch is designed to serve members of the credit union who work and/or live on the island, said President/CEO Teri Creighton.

“Our intention for some time was to bring our credit union to our members on the island, rather than have them come to us,” she said.

“And, thanks to the partnership we’ve created with the Grosse Ile School District, we were able to lease space inside the Board of Education facility and make that a reality.

“We’re very excited to open this branch and see it as the first of many steps we’re taking to bring our credit union to our members throughout the Downriver area.

The branch hours currently are the same as those of the Board Office, but will be adjusted to meet the needs of members on the island.

The Board of Education office is located on East River Road, behind Grosse Ile Middle School.

The credit union is currently in talks with other school districts to open similar branch operations in other parts of the Downriver area.

COMMUNITY MEMBERSHIP PROGRAM

The opening of the Grosse Ile branch office coincides with the credit union’s unveiling of its new “Community Membership” program. This program allows members to choose up to three schools that will receive donations from the credit union at the end of each school year, based on member business activity within that school’s “community.” (For more about the “Community Membership” program, see the related release.)

PHOTO OPPORTUNITIES: Officials from the credit union’s Board of Directors, the Grosse Ile School District and others will be on hand later in the day to greet members and share in the refreshments. (Photos will also be taken by credit union personnel; contact Craig Farrand for digital copies.)



This photo mural of the Detroit River — which is 40 inches high and 18 feet long — adorns the front wall of the new branch office inside the Grosse Ile Board of Education building. The photo was taken from East River Road on the island, just north of the Board of Education location.



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