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Celebrate International Credit Union Day with allU.S. Credit Union

Salinas, CA — On Oct. 15, 2015, credit union members around the world will celebrate International Credit Union Day®, an annual event to commemorate the credit union movement’s impact and achievements.

Credit unions are not-for-profit financial cooperatives that provide an effective and viable alternative to for-profit financial institutions for over 217 million members in 105 countries worldwide.

Worldwide, 57,000 credit unions exist to serve their members, providing a safe place to save money and access affordable loans. For over 64 years allU.S. Credit Union has been investing in the future of Monterey County. They are a credit union that is all about personal service, helping families navigate their financial needs. According to Patrick Redo, CEO of allU.S. Credit Union, “At allU.S. Credit Union you are a member not a customer. We believe that when it comes to the way we serve and interact with our members, everything matters.”

To celebrate International Credit Union Day with our members we are hosting a coloring contest for kids under 12 throughout the month of October. Anyone interested in participating can obtain a coloring page from our website, <https://alluscu.com/coloringcontest.cfm> or in our branch at 20 W.

Market St. in Salinas. All artwork must be completed and returned by 10/31/2015. Three winners will be selected from all entries on 11/1/15. The winners will win one of three cash prizes (\$35, \$25 and \$15). All entries will be posted in the branch and highlighted on social media throughout October.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions' proud history and promote awareness of and support for the credit union difference. This year's theme, "People Helping People®," embraces the longstanding credit union philosophy.

Credit unions are recognized as a force for positive economic and social change and have provided significant value in both developed and emerging nations. International Credit Union Day is sponsored by World Council of Credit Unions, the international trade association and development agency for credit unions, as well as numerous national credit union trade associations and federations around the world.

On Oct. 15, credit unions from around the world will join forces to celebrate the day with membership drives, contests and fundraisers to help out their local communities. Credit unions will share their activities with the global community on social media using #ICUDay.

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