

NEWS RELEASE

FOR IMMEDIATE RELEASE

August 17, 2009

Georgia Federal Credit Union Sponsors Zamboni at Atlanta Ice Forum & Thrashers Practice Rink



INFORMATION CONTACT

Kim T. Wall, VP, Marketing
Georgia Federal Credit Union
Marketing Department
6705 Sugarloaf Parkway, Suite 300
Duluth, GA 30097

Phone: 770-476-6409

Fax: 770-476-6433

Email: kwall@gfcuonline.org

Duluth, GA – Credit Unions are advertising more than ever – and sometimes in the most unusual places. Georgia Federal Credit Union may actually be the first credit union in the country (certainly in Georgia) that is advertising on a Zamboni.

Zambonis are the four- ton machines that resurface the ice at ice hockey rinks. The Atlanta Ice Forum, is the official practice facility of the Atlanta Thrashers professional ice hockey team. And, the Ice Forum is also one of GFCU’s member groups, conveniently located at 2300 Satellite Boulevard, right beside GFCU’s Gwinnett branch location.

This “rolling billboard” is already generating comments and phone calls. When asked about GFCU’s new Zamboni wrap, GFCU President and CEO, Warren Butler, said, “We financed it, we wrapped it, we drove it – what a great example of partnership between a credit union and their member group!”

Free Checking...No Penalty Box!

Georgia Federal Credit Union is a \$580 million credit union, with 14 locations, that serves 10 county school systems, 450 companies, the University of Georgia faculty, staff, students and alumni, and the Catholic Archdiocese of Atlanta.

(Picture on following page.)



Georgia Federal Credit Union's senior management team with the Atlanta Ice Forum's new Zamboni. (left to right) Jason Halperin, Kim Wall, Debbie Smith, Doug Foote, Mark Bartholomew, Kevin Durrance and in the driver's seat, CEO Warren Butler.