

GEORGIA CREDIT UNION

*Affiliates*

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**FOR IMMEDIATE RELEASE**

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**GEORGIA CREDIT UNIONS SIGN LEANN RIMES AS CELEBRITY SPOKESPERSON  
FOR 2008 AWARENESS CAMPAIGN**

Duluth, GA (February 1, 2008)—Credit unions have long offered consumers an alternative to commercial financial institutions. Now credit unions want to remind Georgians that there is a financial services provider that works hard for them, and there's a fresh face to help tell the story.

Singer LeAnn Rimes will be the new face of Georgia credit unions in 2008 as part of the statewide credit union awareness campaign, designed to build awareness and enhance consumers' knowledge of credit unions. Beginning Monday, February 4<sup>th</sup>, Rimes will be seen in television commercials throughout the state promoting Georgia credit unions and touting the tagline, "Georgia Credit Unions. Working Hard For You."

"LeAnn Rimes has an energetic image that appeals to various age demographics, but particularly to young professionals, who we want to make aware of the many benefits of using a credit union," said Michael Mercer, president/CEO of Georgia Credit Union Affiliates (GCUA), the trade association that represents the interests of credit unions in Georgia. "Our goal is to inform a younger audience that credit unions work hard to help them keep more money in their pocket so they can get the things they want, and to let them know that there's a credit union near them that they can join."

A performer since the age of three, Rimes had her first national hit at age 13 with "Blue." Her most recent CD, "Family," was released in October 2007 and debuted at #2 on the Country Album charts. Aside from her stellar singing career, Rimes has also written children's books and acted on

television and in film. Most recently, she performed on the hit ABC television show, “Dancing With the Stars” and was a featured performer at “The 41<sup>st</sup> Annual CMA Awards.”

“Credit unions have a very positive image among current members, and that’s a good thing. We want that positive image to extend to consumers who don’t currently use a credit union for their banking with the goal of bringing them on board with a credit union. The best way to begin that process is with knowledge,” said GCUA’s Board Chair, Phyllis Cochran.

The campaign will direct consumers to the Web site, [www.georgiacreditunions.org](http://www.georgiacreditunions.org), where they can learn how credit unions are different from other financial institutions, and can enter search criteria to determine which credit union they can join. There are over 180 credit unions in Georgia that serve 1.7 million people.

### **About Georgia Credit Union Affiliates**

Georgia Credit Union Affiliates (GCUA) is comprised of three state support organizations— Cooperative Services, Inc., Georgia Central Credit Union and Georgia Credit Union League. Georgia Credit Union Affiliates is a trade association that provides advocacy, educational, operational and marketing support for Georgia credit unions. There are 182 credit unions in Georgia, with total assets of \$12 billion, serving over 1.7 million members.

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Photo caption: (l to r) Mark Outler, chairman of the Georgia Credit Union Member Growth Initiative; singer LeAnn Rimes; Kristi Arrington, Vice President of Information Development at Georgia Credit Union Affiliates.