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**FOR IMMEDIATE RELEASE**

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## **Group Health Credit Union Creates Grand Opening Buzz with Free Caffeine and Sugar**

Twelve hundred cookies, 200 cups of free espresso, two postcards, Grand-Opening-week-only deals and a lot of updates on the social media site Twitter: it takes some new tactics to get attention when you're a financial institution with good news, these days.

Thanks in part to the cookies hand-delivered the day before and the day of the event, the Grand Opening of Group Health Credit Union's newest branch in Bellevue was an unqualified success. The ribbon-cutting and speech by Group Health Credit Union (GHCU) President and CEO John Iglesias took place at 9:20 am on March 6. From the time the branch officially opened at 9:30 until close of business that day, the branch was busy with constant traffic.

The new location—just across 116th from Overlake and Group Health hospitals and surrounded by medical industry of all kinds—is perfect for a credit union with roots in the health care community. While anyone who lives or works in Washington is welcome to join the credit union, GHCU is pleased to be able to offer such convenience to busy health care workers.

Says CEO Iglesias, "Our connection with health care workers dates back to Group Health Credit Union's very beginnings over 60 years ago. We know how hard these folks work taking care of other people; they don't have much spare time to take care of their own needs. We're happy that we're close by to serve them better."

"Never underestimate the lure of a snicker doodle," says GHCU Marketing Manager Arden Clise with a smile. "While the cookies and coffee and special deals might have brought new members in, it's the great rates, low fees and personal service that'll keep them with Group Health Credit Union."

GHCU's newest branch opened February 19 at 1048 116<sup>th</sup> Avenue NE.

*Founded in 1948, Group Health Credit Union is open to anyone who lives or works in Washington. GHCU has assets of \$275 million and serves more than 28,000 members. The credit union offers a full array of financial products and services including checking and savings accounts, home and auto loans, credit cards and more. We are committed to expanding our members' financial competency and confidence through free public seminars, newsletters, and now via social media. Follow us on Twitter at <http://twitter.com/GHCU>. For more information and to see our seminar schedule, visit [www.ghcu.org](http://www.ghcu.org) for more information.*

*GHCU is federally insured by the National Credit Union Administration.*



*GHCU President and CEO John Iglesias welcomes everyone to the Grand Opening of the Bellevue branch. (photo by Clare Parfitt, with permission)*



*Cookie deliveries the day before the Grand Opening piqued public interest. (Photo by Jason Snyder, with permission)*



*GHCU's Marketing team assembled and delivered nearly 200 bags and baskets to local businesses. (photo by Jason Snyder, with permission)*

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