



Purdue Employees
Federal Credit Union

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Kristy Robb
Marketing Manager
765.497.7442
krobb@purdueefcu.com

Nicole Thompson
Marketing Specialist
765.497.7444
nthompson@purdueefcu.com

PEFCU Celebrates National Arbor Day, Trees Saved by Members

West Lafayette, Ind. – April 25, 2008 – On National Arbor Day (Friday, April 25), Purdue Employees Federal Credit Union (PEFCU) partnered with the West Lafayette Parks Department and a Klondike Elementary School first-grade class to plant trees donated by PEFCU at the Celery Bog in West Lafayette.

“Everyone, from children to the elderly, can positively affect our environment,” said Bob Falk, PEFCU president and chief operating officer. “Through this event, we were able to show our youth how small changes in their everyday lives can lead to big savings—for them and their community.”

During the event, participants celebrated the 22 trees PEFCU members saved per month in 2007 by choosing to receive eStatements (electronic account statements) rather than traditional paper statements by mail. They also recognized Erin Moore, PEFCU personal service advisor, for her leadership in signing up members for eStatements this year. Moore led the staff in converting a large number of members from paper statements to eStatements in the past month.

West Lafayette Mayor John Dennis proclaimed the day as Arbor Day. Then Klondike students learned from Brian Tunis, West Lafayette Parks and Recreation Department stewardship director, how to properly plant and care for trees. Next, with small trowels and gardening gloves donated by Walmart, the students commenced planting Pin Oak seedlings. Before boarding their bus to return to school, the students received a gift bag from PEFCU containing a Colorado Blue Spruce seedling they can plant with their friends and family.

For more information about eStatements and other earth-friendly products and services offered by PEFCU, please call 765.497.3328 or 800.627.3328, or stop by one of our convenient seven branches today.

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets exceeding \$475 million and serves more than 56,000 members nationwide. The credit union is driven by superior member service and is dedicated to serving the Greater Lafayette community.

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