



FOR IMMEDIATE RELEASE

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PEFCU INVITES LOCAL TEENS TO SHOW OFF CREATIVE TALENT

West Lafayette, Ind. – September 22, 2009 – In honor of this year’s International Credit Union Day, Purdue Employees Federal Credit Union (PEFCU) invites local high-school students to showcase their creative talents in a video contest for a chance to win up to \$500.

To enter the “It’s My Money. It’s My Choice. I Choose PEFCU Because . . .” contest, high-school students should create a 30-second to two-minute video that illustrates their reason for banking with PEFCU. Contestants should upload their videos by Monday, October 5, by going to www.youtube.com/group/pefcucontest, selecting “Join Group” then “+Submit a video”.

Prizes will be awarded to the top three videos: \$500 for first place, \$300 for second place and \$100 for third place. Winning videos cannot name any other financial institution by name and must be created by PEFCU members. Contestants should view the complete contest rules and regulations at www.facebook.com/pefcu before submitting their entries.

For additional questions, individuals may contact Cynthia Longoria at clongoria@purdueefcu.com or 765.497.7441.

About PEFCU

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets exceeding \$550 million and serves more than 57,000 members nationwide. The credit union is driven by superior member service and is dedicated to serving the Greater Lafayette community.

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