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PEFCU RECEIVES HONORABLE MENTION FOR COMMUNITY PROJECT

West Lafayette, Ind. – October 29, 2009 – The Indiana Credit Union League (ICUL) recognized Purdue Employees Federal Credit Union (PEFCU) with a Dora Maxwell Social Responsibility Award honorable mention during its annual Chairman’s Awards Banquet held Friday, September 11, in Indianapolis.

The Dora Maxwell Social Responsibility Award recognizes a credit union or a group of credit unions for its social responsibility work and charitable projects that support its community. PEFCU received an honorable mention for its 2008 National Arbor Day tree-planting event. The event was a partnership between PEFCU, the West Lafayette Parks Department and a Klondike Elementary School first-grade class.

“At PEFCU we strive to help our members think green, save green and be green,” said Nicole Thompson, communications specialist and Arbor Day event coordinator. “Our Arbor Day event aimed to teach children how simple choices they make in their everyday lives have a big impact on their larger community.”

During the event, first-graders planted trees donated by PEFCU in celebration of 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. The event was a special community component of a green campaign designed to educate members and nonmembers about the environmental benefits of choosing to receive eStatements rather than traditional paper statements.

About PEFCU

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets exceeding \$500 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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