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FOR IMMEDIATE RELEASE
TBA Credit Union Celebrates 6th Successful Year of SRCU

Traverse City, MI – TBA Credit Union has finished another successful year of their Student-Run Credit Union Program. Over the past six years the SRCU Program has grown from six elementary schools to eighteen participating schools in the Greater Traverse City Area. Over the past six years, the student members have saved over \$80,000.

“This year we reached a new milestone, it was our first full school year having our program in three middle schools – Forest Area Middle School, Traverse City East Middle School, and Traverse City West Middle School,” said TBACU’s Marketing Director, Christie Dompierre. “We have enjoyed seeing students who have grown up with the program in elementary school come back and deposit and volunteer again while learning about more advanced financial literacy skills.”

TBA Credit Union’s SRCU Program has had 1,541 volunteers since 2010 that have held volunteer positions as branch managers, tellers, bookkeepers, computer operators, and marketing representatives.

When asked about Traverse City East Middle School’s first year with a Student-Run Credit Union, Colleen Smith, EMS Principal responded, “The TBACU Student-Run Credit Union has been a great success in its first year at East Middle School. Our students were very much accustomed to saving at the elementary level but EMS didn’t have a middle school program until this year!” Ms. Smith added, “The middle school students really needed an opportunity to learn how to become more financially responsible through a savings program and for those working in the SRCU, students were learning necessary skills for future success. Thank you TBACU and Ms. Lydia Clemons, TBACU Marketing Assistant, for the wonderful opportunity to have SRCU at our school; EMS looks forward to the second year growing, learning, and saving together! Go Trojans!”

A \$180 million (assets) credit union, TBACU provides financial services to over 15,000 members in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau counties. In addition to two branches located in Traverse City, there are over 30,000 surcharge-free ATMS made accessible across the nation through the COOP Network.

For more information about TBA Credit Union, visit tbacu.com or call 231.946.7090.

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