



MEDIA CONTACT

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Xceed Financial Credit Union CEO Teresa Freeborn Receives California Credit Union Trade Association's Highest Award

The Leo H. Shapiro Lifetime Achievement Award is bestowed upon individuals helping to advance the credit union movement in the Golden State.

El Segundo, Calif. (November 2017) – Teresa Freeborn, president and CEO of Xceed Financial Credit Union in El Segundo, Calif., recently received the Leo H. Shapiro Lifetime Achievement Award, the highest honor bestowed by the California and Nevada Credit Union Leagues, the Ontario, Calif.-based state trade association for credit unions.

The Leo H. Shapiro Award recognizes excellence in credit union philosophy and a lifetime of contributions to the industry. It is named after the creator of the California credit union movement and founder of the League.

Freeborn was recognized for her more than 40 years of service, including serving as president and CEO of Xceed Financial Credit Union since 2006, and for being a strong advocate of the credit union industry. One of her highest priorities has been building positive perceptions of credit unions, which she has consistently achieved in both in her native Canada, and in the United States. She chaired the California and Nevada Credit Union Leagues' credit union cooperative advertising initiative a few years ago, and she is currently chairing an awareness advisory group for the Credit Union National Association – the national trade association for credit unions.

Freeborn received the California and Nevada Credit Union Leagues' Distinguished Service Award in 2013 and was inducted into the Credit Union Executives Society's Hall of Fame in 2014.

A passionate believer in nurturing the next generation of credit union talent, Freeborn serves as a mentor to a number of women and men who aspire to advance their leadership roles in credit unions. She has introduced a number of widely respected, innovative leadership development and internship programs at Xceed Financial Credit Union, which contributed to its being named a "Best Credit Union to Work For" by the *Credit Union Journal* for the past four years: 2014, 2015, 2016 and 2017.

Freeborn has embraced the credit union movement's "People Helping People" ethos, in particular the industry's partnership with Children's Miracle Network (CMN) Hospitals. She is a member of the Credit Union for Kids Advisory Board—Children's Hospital Los Angeles, actively participates on the annual Wine Auction Committee (past Chair) to raise money for CMN hospitals, and has served as a member of the committee that coordinates the CU SacTown Run, an annual event in Sacramento which raises money

for CMN hospitals throughout California and Nevada. Through these and other activities over the past decade, she has raised millions of dollars for children in need of medical care.

In accepting her award, Freeborn said, “As much as I appreciate this award, and as grateful and humbled as I am for the greatest award that I’ve ever been given, I believe that I’ve simply had the good fortune and the opportunity to help advance a movement that I am so passionate about.”

Freeborn was recognized during the League’s REACH Conference, Nov. 5-8 at the JW Marriott Desert Springs in Palm Desert, Calif.



Pictured left to right: Teresa Freeborn, president and CEO of Xceed Financial Credit Union in El Segundo, Calif., recently received the Leo H. Shapiro Lifetime Achievement Award, the highest honor bestowed by the California and Nevada Credit Union Leagues, the Ontario, Calif.-based state trade association for credit unions in the two states. With her is Diana Dykstra, president and CEO of the California and Nevada Credit Union Leagues.

About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., Xceed Financial is a full-service, federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. With roots going back 85 years, it now has nearly \$1 billion in assets, 70,000 members, and operates Financial Centers and sales offices in eight states. Xceed Financial partners with more than 300 employers to deliver personal banking, wealth management services, and financial education to working adults and their families. The Credit Union has a five-star, superior rating from BauerFinancial, and was

named one of CU Journal's "Best Credit Unions to Work For" in 2014, 2015, 2016 and 2017. Learn more at www.xfcu.org.

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