XCEED FINANCIAL CELEBRATES 50 YEARS OF SERVICE

Credit Union to host special member appreciation events in honor of its golden anniversary

El Segundo, Calif. (September 2014) – 2014 is a celebratory year for Xceed Financial Credit Union – 50 years ago, it first opened its doors as a credit union for the employees of Scientific Data Systems, which was later acquired by the Xerox Corporation. To acknowledge its members’ role in reaching this exciting milestone, the Credit Union will host member appreciation events at Financial Centers across the country during its October anniversary month.

On October 15, the actual anniversary date, Xceed Financial will invite members into each of its Financial Centers for refreshments and prizes. Plus, the Credit Union will engage members on social media by encouraging them to “check-in” to their Financial Centers on Facebook on October 15, and for each check-in, Xceed Financial will donate $1 to Children’s Miracle Network Hospitals.

The evening prior, the Credit Union will bring together some of its long-time local members, along with board members, and members of its executive management team for a smaller gathering where it all began – in Southern California.

Xceed Financial kicked off a year-long series of celebratory activities earlier this year, beginning with a 50th Day of the Year event in Financial Centers on February 19. Carrying the theme into its promotional products, Xceed Financial launched a special 50-month term auto loan at a rate as low as 1.29% APR in April, and a .50% APR reduction on all personal loans, consolidation loans, and personal lines of credit opened during May 2014. The Credit Union is also encouraging members and associates to donate their time in honor of its anniversary – for
each volunteer project an Xceed Financial member or associate completes in 2014, the Credit Union will donate $50 to Children’s Miracle Network Hospitals.

In addition, Xceed Financial is sharing a series of “50 Ways to Save” personal finance tips in weekly email newsletters to members and via social media, and collecting stories from long-time Xceed Financial members to publish on its website, in promotional materials, and in a commemorative anniversary book.

“We couldn’t have reached this significant milestone without the unwavering support of many thousands of members over the years, so planning our celebrations around member appreciation and charitable giving made perfect sense,” said Teresa Freeborn, President and Chief Executive for Xceed Financial. “As we look back on 50 years of helping members reach their financial goals, we’re humbled by the trust they place in us and excited about helping to make many more dreams come true in the years to come.”

About Xceed Financial Credit Union
Headquartered in El Segundo, Calif., Xceed Financial Credit Union is a federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. Celebrating 50 years of service, the credit union started in 1964 as Scientific Data Systems Credit Union and later became Xerox Federal Credit Union in 1970. A new name and brand identity were launched in 2008 to reflect the credit union’s expanded field of membership and new business model. A recipient of BauerFinancial’s highest rating for financial institution performance, five stars, Xceed delivers personal banking and financial literacy directly to “select employer groups” (SEGs) and is proud to help nearly 65,000 members realize their dreams. Xceed Financial has over $1.2 billion in assets under management and 13 Financial Centers in five states.

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