**INTERNATIONAL CREDIT UNION DAY: SAMPLE PRESS RELEASE**

FOR IMMEDIATE RELEASE

Date

Media Contact: Name, title, phone number, email address

Local Service. Global Reach.

Celebrate 71 years of International Credit Union Day® at CREDIT UNION

CITY, STATE/PROVINCE — On Oct. 17, 2019, credit union members around the world will celebrate International Credit Union Day®, an annual event to commemorate the credit union movement’s impact and achievements. This year marks the 71st anniversary. In honor of this special day, CREDIT UNION invites its members and the entire community to BRIEF DESCRIPTION OF EVENT, TIME, and LOCATION.

Credit unions are not-for-profit financial cooperatives that provide an effective and viable alternative to for-profit financial institutions for millions of members in 117 countries worldwide. More than 89,000 credit unions exist globally, providing a plethora of financial services for their members, recognized as a force for positive economic and social change. BRIEF DESCRIPTION OF YOUR CREDIT UNION, INCLUDING ASSET SIZE, FIELDS OF MEMBERSHIP AND NUMBER OF LOCATIONS.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions’ proud history and promote awareness of and support for the credit union and financial cooperative difference. This year’s theme is “Local Service. Global Reach.” It speaks to how each credit union serves a local community—and it is because of that local service in communities across the world that we have a global credit union movement that’s now 260 million members strong. ICU Day 2019 is a celebration of the impact credit unions and other financial cooperatives have made—and continue to make for their members. It is also a chance to be thankful for the lives and communities that have been improved by our movement.

International Credit Union Day is recognized by the [World Council of Credit Unions](http://www.woccu.org/), the global trade association and development platform for credit unions and other financial cooperatives, as well as numerous national credit union trade associations and federations around the world.

On Oct. 17, credit unions from around the world will join forces to celebrate the day with membership drives, contests and fundraisers to help their local communities. Credit unions will share their activities with the global community on social media using #ICUDay and #LocalServiceGlobalReach. For more information about CREDIT UNION’s events, visit CREDIT UNION WEB SITE/SOCIAL MEDIA SITE/ADDRESS.

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Credit unions may also use information from or republish World Council’s news release.