

**FOR IMMEDIATE RELEASE:****LOCAL BUSINESS HOLDS BENEFITS FAIR... BUT FOR MEMBERS, NOT EMPLOYEES**

**Phoenix, Arizona, May 6, 2016** – Arizona Federal Credit Union, a Phoenix-based financial services cooperative, held a benefits fair on Saturday, April 30. But unlike most benefits fairs, which are aimed at making a company's employees aware of things like insurance coverage and other perks, this one was about letting the credit union's members know about the benefits available to them as part of their membership.

"Arizona Federal is a membership organization that provides financial services," said Jason Paprocki, executive vice president and chief operating officer for the credit union. "Rather than being commodities we sell on a one-off basis, our services are simply benefits available to those who choose to be members. As such, it's our responsibility to make sure they know about them and have every opportunity to take advantage of those they find useful. This benefits fair was something new we tried as part of that effort."

The benefits Paprocki refers to do include the usual financial services staples, such as debit and credit cards, auto and home loans, etc. But he says there's a lot more to it than one might expect.

"In the credit union, our members have a partner in their efforts to be in control of their financial lives," he explained. "That can mean working with a financial coach to help break old habits or learn new ones, having access to a car-buying expert to avoid the usual hassle associated with that process, or just having the peace of mind that comes from having your identity protected or knowing what's on your credit report. These things and more are available at no extra cost because they're part of membership."

The credit union's goal for the event was for members in attendance to activate their free identity protection package, download and activate their mobile apps (including CardPower, which gives cardholders a variety of ways to control the use of credit and debit cards) and learn about their financial coaching programs. The results? Nearly 2,000 members and guests attended, 300 enrolled in identity protection services, 77 received free credit consultations, 200 requested an insurance review, and hundreds downloaded the credit union's mobile apps. But that wasn't all.

"One lucky member won a two-year lease of a brand-new car," Paprocki said. "And there were a number of other prizes handed out, including 10 autographed footballs delivered personally by Kurt Warner, one of our spokespeople. We're certainly open to doing this again if we see the need, but for now we're thrilled with the result: members taking advantage of what's rightfully theirs anyway. As we often say, that's the power of Us."

**About Arizona Federal Credit Union**

Arizona Federal is a \$1.3 billion not-for-profit financial cooperative providing financial services and expertise to more than 120,000 member/owners. Founded in 1936, the organization takes its mission of



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Experience the *power* of *Us.*<sup>®</sup>

financial empowerment and mutual benefit to heart by providing members cutting-edge self-service tools, financial coaches, identity protection services, and annual member payouts when the cooperative does well. Arizona Federal has 15 locations across the Phoenix metropolitan area. Deposits are insured by the National Credit Union Administration.

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