



FOR IMMEDIATE RELEASE

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SAN FRANCISCO FEDERAL CREDIT UNION THINKS PINK AND GETS WET TO FIGHT BREAST CANCER

San Francisco, Calif. (October 2008) – San Francisco Federal Credit Union made a big splash and raised \$3,000 for American Cancer Society's Making Strides Against Breast Cancer Walk.

San Francisco Federal Credit Union hosted a variety of fundraising activities to raise awareness for this cause.

At our "Dunkin' for the Cause" fundraiser, thirteen credit union managers, supervisors and staff were voted on by the colleagues and the Board of Directors for a chance to be dunked. Employees bought raffle tickets which were the "votes". The five people with the most votes were then awarded a trip to the dunk tank. This year, new President/CEO Steven Stapp was the first to be voted into the dunk tank.

Additional fundraising activities that staff and members participated in include:

- walking in American Cancer Society's five-mile walk in Golden Gate Park to raise funds and awareness for the disease on Saturday, October 18
- making a donation of \$5 and wearing "pink" clothing to work on designated days
- asking members to make a donation at member services' windows

President/CEO Steven Stapp said, "Giving back to the community we serve embodies the credit union philosophy of 'people helping people'. This organization is in need...and we're able to make a difference."

Breast cancer is a disease that will strike nearly 200,000 times this year and claim more than 40,000 lives, according to the American Cancer Society. Making Strides is a non-competitive walk to raise awareness and dollars to fight breast cancer. Pledges are dedicated to life-saving American Cancer Society research, education, advocacy and patient service programs to defeat the disease.

About San Francisco Federal Credit Union

San Francisco Federal Credit Union is a not-for-profit, community-based financial institution exclusively serving San Francisco since 1954. Today, anyone who lives, works, worships or attends school in San Francisco may apply for membership. Currently, we serve more than 30,000 members and have approximately 650 million dollars in assets.

San Francisco Federal Credit Union strives to be good neighbors and active contributors to the San Francisco community. Through their CommunityShare Program started in October 2002, San Francisco Federal Credit Union's commitment is to give back to the community it serves.

For more information about San Francisco Federal Credit Union, please call **(415) 775-5377** or visit **www.SanFranciscoFCU.com**.

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