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**San Francisco Federal Credit Union Sponsors Food for Bay Area Families**

SAN FRANCISCO (November 21, 2014)—San Francisco Federal Credit Union, a not-for-profit, member-owned financial institution serving San Francisco and San Mateo Counties, has partnered with local Whole Foods' stores and KPIX 5 to support the Food for Bay Area Families food drive campaign.

San Francisco Federal Credit Union is the official sponsor of the Food for Bay Area Families campaign this year. Their President and CEO, Steven Stapp, will be featured in a series of television spots on CBS, informing Bay Area residents of the campaign and encouraging them to help contribute to the cause.

The cause is especially relevant to San Francisco Federal Credit Union, as staff regularly donates and volunteers at local food banks throughout the year, including Second Harvest and San Francisco and Marin Food Bank.

The Food for Bay Area Families campaign emerged in response to the thousands of Bay Area families that are strained financially and cannot afford to purchase groceries for themselves or their families. Whole Foods Markets in the greater Bay Area will be collecting non-perishable foods in an effort to help feed hungry families throughout the holidays. In addition, customers will have the option to donate financially to the cause at the register as they check-out.

Those wishing to donate to Food for Bay Area Families may do so by dropping off food at any Whole Foods Market, donating at the register at Whole Foods, or contributing online or by check directly to your local food bank. To donate online or to find the name and address of a Bay Area Food Bank, you can visit [BayAreaHunger.org](http://BayAreaHunger.org).

**About San Francisco Federal Credit Union**

San Francisco Federal Credit Union has been serving San Francisco since 1954. Today, anyone who lives, works, or attends school in San Francisco and San Mateo Counties may apply for membership. We currently serve more than 32,000 members. San Francisco FCU is federally insured by the National Credit Union Administration and is an Equal Housing Lender.

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