



For immediate release
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NEWS RELEASE

Ideal Credit Union Launches ‘Get Wiify’ Campaign

(Woodbury, MN – February 23, 2015) – Ideal Credit Union has launched “Get Wiify “ - an acronym for “What’s in it for You” - to further distinguish itself as the ideal choice for financial services. Get Wiify is targeted at consumers looking for a community-oriented financial that mirrors their core values of giving back and concern for the greater good. The outreach campaign features colorful billboards around the east metro, digital ads, advertising on Pandora and a unique website, Getwiify.com.

How do Ideal Members Get Wiify?

Ideal CU is a full service, member-owned financial cooperative, offering a wide array of affordable banking products and services. Ideal is different from a bank because as a credit union, profits are used to pay back members as well as invest in local communities.

Technology driven

Ideal CU takes pride in being an industry leader. Ideal’s volunteer board of directors understands the importance of investing in the latest technology and product offerings in this age of mobile convenience. This commitment keeps Ideal CU on the cutting edge. Ideal recently launched Mobile Check Deposit, Apple Pay, an online loan app and the ability to become a member online.

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Community oriented

At Ideal CU, money is “recycled” back into the local service area. Deposits are loaned out to help pay for a college education, buy or remodel a new home, purchase a new vehicle, start a small business and more. By reinvesting locally it strengthens the quality of life for all residents. Over 80% of all dollars (member deposits) are loaned out within a 4 mile radius of Ideal CU branches.

As an active community partner, Ideal CU supports a variety of important causes that help fill a void and bring essential services to those in need. The credit union also works to create awareness of these opportunities to help in our communities and encourage members and local citizens to get involved.

Credit union employees can be found delivering meals to local seniors, packing pallets of food to feed our hungry neighbors, helping with various fundraisers, collecting coats for kids and more. Thousands of dollars are donated each year through the Ideal Community Foundation to worthy causes in an effort to strengthen the quality of life in the communities we serve.

“‘Get Wiify’ succinctly conveys the Ideal difference of a better way to bank,” said Ideal CU President/CEO Brian Sherrick. “We invite those in search of a community-minded, locally owned, member-focused financial partner to experience ‘What’s in it for You’ at Ideal Credit Union.”

Founded in 1926, Ideal Credit Union (formerly Postal Credit Union) is a member owned financial institution that specializes in providing excellent member service, great rates and convenience. Ideal CU offers a complete range of services, including 24/7 loan approval, mortgages, online banking, online deposits, mobile banking, mobile check deposit and mobile bill pay, free checking, business services, investment services and more. Ideal CU serves the Twin Cities metro area with office locations in Eagan, Hugo, North St. Paul, West St. Paul and Woodbury.