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NEWS RELEASE

Ideal Credit Union Week-Long Community Appreciation Event Attracts Large Crowd

(Woodbury, MN – August 20, 2014) – Ideal Credit Union wanted to celebrate its 88th anniversary and successful name change in a big way. So they invited members and the community to a week-long event, five branches in five days, to enjoy a hot dog, receive a free gift and a free sample \$1.00 bill from the vault, which would be the ticket to winning \$1,000 in one of the credit union's daily drawings.

And the community responded! Hundreds turned out each day to take part in the celebration. Over 3,700 hot dogs were consumed over the course of the week, and five lucky attendees each took home \$1,000 for having the winning serial number on their \$1.00. One of those \$1,000 winners was Steve Sporcic, a 28-year member of Ideal Credit Union. Steve and his wife were on an errand near the Eagan branch and stopped by to grab a hot dog and enter the drawing.

In North St. Paul, Diane Kindred, a member for 20 years, thought the line for the \$1.00 was a bit too long and didn't want to wait. An Ideal CU employee encouraged her to enter anyway, and she ended up \$1,000 richer.

Woodbury's winner, Rachael Johannsen, just happened to stop by the branch and noticed all the activity taking place. She wasn't a member but had been thinking about a credit union. After her name was drawn, she opened her account and is now a proud member of Ideal CU.

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As an active community partner, Ideal CU encouraged attendees to bring a nonperishable food item to donate to local food shelves. Coats for the annual Salvation Army Coats for Kids drive were also collected. Once again the community responded by bringing donations that filled the table at each day at each event. Many also donated their free samples to the cause.

The Ideal Credit Union Community Foundation donated \$2,500 total and presented \$500 checks to local food shelf representatives at each of the credit union's five branches during the celebration to help feed our hungry neighbors. The recipients were The Open Door in Eagan, the Hugo Good Neighbors Food Shelf in Hugo, the North St. Paul Emergency Food Shelf in North St. Paul, Neighbors, Inc., in West St. Paul and the Christian Cupboard in Woodbury.

“We are grateful for the incredible support we have received throughout our 88 year history,” said Ideal CU President Brian Sherrick. “It was rewarding and somewhat humbling to see the large turnout at our Community Appreciation Event as we marked this milestone and the completion of our name change. I thank everyone for attending and making the week such a success.”

Formerly Postal Credit Union (PCU), the change to Ideal Credit Union took effect June 4, 2014. The change to Ideal was a thoughtful and strategic move by management and the credit union's board of directors. Extensive research showed the credit union needed a name that would better align it with its broad and diverse community-based membership, and provide a foundation for growth in the years ahead. There is no merger, no new ownership and no new management.

Founded in 1926 as St. Paul Postal Employees Credit Union, Ideal 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 and 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. For more information, call 651-770-7000, 800-247-0857 or visit www.idealcu.com.