



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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**FIRST FLORIDA CREDIT UNION NAMED  
OUTSTANDING CREDIT UNION OF THE YEAR**

The League of Southeastern Credit Unions presented First Florida with the 2010 Outstanding Credit Union of the Year Award for Florida.

**JACKSONVILLE, FLA (July 5, 2010)** -- The Outstanding Credit Union Award recognizes the individual credit union for its outstanding achievements in the following categories: financial strength and performance; new and improved services to members; new activities or programs; financial literacy efforts; and community involvement.

First Florida's efforts in the areas of financial literacy and community involvement helped to differentiate the credit union. The numerous seminars, lunch and learns, and financial fitness workshops that First Florida hosted throughout the year resonated with the judges. Also considered favorably are First Florida's financial education programs for youths. In the course of a year, through Mad City Money workshops, credit union staff has reached over 500 students, providing them with vital financial information they will need for the future.

"We are very proud to be recognized with this award, as we are committed to improving the financial lives of our members," said First Florida's President/CEO, Brent Lister.

First Florida was also commended for providing unique and progressive financial literacy programs that help members build financial strength. The credit union's Smart Track Checking<sup>SM</sup> product helps people who've been shut out of the financial mainstream. The credit union also serves on the "Bank on Jacksonville" Committee, a national initiative that helps provide financial solutions to the under-banked.

"Our Smart Track Checking<sup>SM</sup> program is a prime example of how First Florida is helping to fill a need within the communities we serve," said Lister.

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First Florida has strong relationships with the local community through their avid participation in local events and trade shows. Additionally, the credit union also supports numerous philanthropic organizations such as the March of Dimes, Relay for Life, and the Salvation Army.

First Florida Credit Union, headquartered in Jacksonville, operates several branches throughout the state of Florida. Anyone who lives or works in any of the following Florida counties: Leon, Baker, Broward, Clay, Duval, Flagler, Orange, Hillsborough, Miami-Dade, Seminole, Nassau, Wakulla, Gadsden, Madison, Jefferson, and St. Johns is eligible to open an account. Additionally, employees of CSX Transportation and other specified companies are also eligible to join First Florida.

For more information, please call Michelle Troha at (904) 449-3198

### **First Florida Photos**



Richard Helber, chairman of the League of Southeastern Credit Unions (right) congratulates First Florida CEO Brent E. Lister (left) and First Florida Director Robert L. Bull (center) on winning the 2010 Outstanding Credit Union of the Year Award for Florida.

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