



World Council

FOR IMMEDIATE RELEASE

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Excite Credit Union Invites You to Celebrate International Credit Union Day®

SAN JOSE, CALIFORNIA — Excite Credit Union invites its members and the entire community to join in celebrating International Credit Union Day® on October 17, 2024.

International Credit Union Day® is an annual event to commemorate the credit union movement's impact and achievements. This year marks the 76th anniversary of this event, which will be celebrated under the theme, "One World Through Cooperative Finance."

Recognized as a force for positive economic and social change, credit unions are not-for-profit financial cooperatives. They provide an effective and viable alternative to for-profit financial institutions for more than 403 million members in 98 countries worldwide. More than 82,000 credit unions exist globally, providing a plethora of financial services for their members.

Excite – “The Community’s Credit Union”

Founded in 1952, Excite proudly serves more than 45,000 members through four branches in San Jose, California, and three branches in Wilmington, North Carolina. We set ourselves apart by providing financial products and services to individuals who have often been marginalized by traditional banking systems.

Known as “The Community’s Credit Union,” Excite is dedicated to supporting its communities by offering financial literacy workshops and one-on-one financial coaching, providing credit-building resources and children’s savings programs, and partnering with local nonprofits and colleges. To learn more, visit one of our branches— or check out Excite’s website at excitecu.org.

International Credit Union Day® – A Proud History

Since 1948, International Credit Union Day® has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to



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remember credit unions' proud history and promote awareness of and support for the credit union and financial cooperative difference.

There are still 1.4 billion people across the globe who are unbanked. Credit unions truly have the perfect business model to serve underserved populations, and that is a message we hope our entire global movement will celebrate and promote on Thursday, October 17.

International Credit Union Day[®] is organized by [World Council of Credit Unions](http://www.woccu.org), the global trade association and development platform for credit unions and other financial cooperatives, as well as numerous national credit union trade associations and federations around the world.

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