

For Immediate Release



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Press Release for Immediate Release

Community Choice Credit Union Awards \$3 Million in Member Rewards

Farmington Hills, Mich., January 22, 2020 – Community Choice Credit Union is proud to announce that in 2019 it returned \$3.1 million to its member-owners as part of their Get Big Rewards (GetBigReward\$®) program, which exceeds last year's total of \$2.8 million returned.

Since GetBigReward\$® launched in 2013, members continue to benefit from fee reimbursements, credits to their savings, and loan interest rebates. Over the seven-year span of the program, payouts have increased steadily from less than \$1 million to a new record of \$3,181,964.00.

During 2019, just over \$1.9 million in fees were reimbursed to members through the GetBigReward\$® program. An additional \$830,693 in cash rewards, and \$446,693 in loan interest rebates were deposited in members' accounts. The top earner received an extra \$1,532.13 in their account after the holidays, a combination of reward credits and 10% loan interest rebate.

This marks the start of the eighth year for Community Choice Credit Union's variable rewards and rebate program. Although the premise of Get Big Rewards has remained consistent, Community Choice understands the importance of having an agile rewards program that recognizes members for utilizing the Credit Union's products and services while ensuring the program aligns with the organization's annual success. Over the years, member favorites like direct deposit and debit card usage have been adjusted in response to feedback.

"At Community Choice, it's common to hear the phrase 'Give Big.' Those words are part of our vision statement, and represent our commitment to the well-being of our members and the communities in which they live. This vision becomes a tangible reality each time the Credit Union is able to issue a rebate or reimburse a fee," said Teresa M. Mayer, Chief Lending & Retail Officer at Community Choice. "It's an honor for us to be able to share the success of the organization with our most important asset, our members, and to help them live the life they desire." To learn more about Get Big Rewards, visit www.GetBigRewards.com.

About Community Choice Credit Union:

Community Choice Credit Union believes in helping its neighbors across the state of Michigan achieve the life they desire. Since 1935, the Credit Union has offered a wide variety of products and services that help consumers and business owners achieve their financial goals. Community Choice's Give Big efforts have resulted in an investment of more than \$1.1 million and 25,909 volunteer hours into communities across the state. Their foundation, the Community Choice Foundation, has awarded more than \$1 million in scholarships to graduating seniors who attend a Michigan college or university. Anyone who lives in the state of Michigan is eligible to become a member. For more information, visit www.CommunityChoice.com.



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