

Media Contact:
Molly Salvi, Organizational Communications Manager
877.243.2528 ext. 1462 | MSalvi@CommunityChoiceCU.com
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Community Choice Thanks Members with More Than \$250,000 in Rewards

Farmington Hills, Mich., Nov. 20, 2020 – Community Choice Credit Union will disperse \$253,881 among eligible members on Nov. 24. It’s the credit union’s way of thanking its members for their understanding and support when it temporarily suspended its popular GetBigReward\$ program last April.

Pausing this program allowed the credit union to provide relief options to members who were financially impacted by the COVID-19 pandemic. GetBigReward\$ credits were reinstated on August 1, months sooner than originally expected, and provide a catch-up deposit equivalent to one month.

Community Choice prides itself on its commitment to serve all its members. Throughout its 85 years, the credit union has remained a resilient resource, offering special programs to those experiencing a financial hardship.

“This past spring, we felt an obligation to create and offer relief options for our members facing financial challenges. Temporarily pausing our rewards program allowed us to do that. It was a difficult decision, and we were thrilled when we were able to reinstate it as quickly as we did,” said Kelli Wisner-Frank, chief financial officer at Community Choice. “We knew this short-term decision would slightly impact some members while greatly benefitting others. What makes credit unions so special is our ability to quickly make adjustments that are in the best interests of all of our members.”

GetBigReward\$ is a variable program that shares the credit union’s success with members in times of prosperity. Members who achieve Emerald status through the program receive \$9 in monthly credits Gold members receive \$3 per month. Levels are determined by the number of qualifying products and services a member uses regularly. Emerald members are also eligible for up to 10% in interest rebates on qualifying loans at year’s end. Last year alone, Community Choice paid out \$3.1 million in reward credits.

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 variety of products and services that benefit both consumers and business owners. The credit union is committed to helping the community and upholds a Give Big philosophy. Since 2008, team members have volunteered more than 25,909 volunteer hours in communities across the state. Its foundation, The Community Choice Foundation, awarded more than \$1.2 million in scholarships to graduating high school seniors who attended a Michigan college or university during its first 10 years. In 2020, the Scholarship Program expanded to include financial support for continuing education and skilled trade programs. To learn more, visit www.CommunityChoice.com