



Media Contact:
Molly Salvi, Organizational Communications Manager
877.243.2528 ext. 1462 | MSalvi@CommunityChoiceCU.com
FOR IMMEDIATE RELEASE

Hello Roseville; New Member Center Ribbon Cutting and Grand Opening

Farmington Hills, Mich., September 15, 2021 – During the week of Sept. 20-25, Community Choice Credit Union will celebrate their opportunity to serve a community rich in history and culture when they cut the ribbon on their new member center in Roseville.

A week of events will culminate in a Ribbon Cutting Ceremony and Grand Opening! Both events will take place at the member center, located at 20778 13 Mile Road and Little Mack.

On Friday, Sept. 24, The Eastpointe-Roseville Area Chamber of Commerce will officially welcome the credit union into the business community when it hosts the celebration at the Ribbon Cutting Ceremony at 8:30 a.m.; the event will broadcast through Facebook Live.

The public is welcome to attend the Grand Opening Celebration on Saturday, Sept. 25. There will be music; food courtesy of the Snack Shack food truck; princesses and super heroes along with fun giveaways for the kids; a raffle to win a tailgate-themed prize that includes a new grill; and our always fun trending machine, where participants can win everything from credit union items to a tablet, Beats headphones, Firesticks, and a live action portable video camera.

The new Roseville Member Center officially opened in March, and now, the credit union is ready to celebrate along with the community! For Community Choice it's about more than cutting a ribbon; it's about engaging with the community, fostering long-lasting relationships, and the opportunity to give back to the community through a charitable initiative.

"We're really excited about the location of our newest member center," said Nicole Zimmerman, Roseville Member Center Manager. "In order to help as many people as possible achieve the life they desire, we have to be accessible to them. While a member of Community Choice can always access their account online, we also want to make sure we're a convenient stop along the way while someone is running errands or on their way to dinner at one of the nearby restaurants."

The build up to the ribbon cutting will include 20 team members volunteering to support local veterans at the Vets Retuning Home organization on Sept. 20 and participating in Macomb Feed the Need hat and mitten drive.

"We are very much looking forward to officially welcoming the residents of Roseville and the surrounding communities," Zimmerman added. "Everyone has been so welcoming, and we can't thank them enough. We invite everyone to stop by, check out our beautiful new member center, and have some family fun."

Here are just a few of the amenities of the new member center:

- 24-hour walk-up ATM
- Cash recycler, which speeds up transaction times and ensures accuracy when handling large cash deposits and withdraws
- Coin machine for member use free of charge
- 24-hour deposit drop box on the building's exterior, ideal for businesses in need of after-hours service

- Ample space for discussing personal and business transactions or to sit down and discuss financial advice or advanced account services

About Community Choice Credit Union:

The Michigan-based credit union believes in helping its neighbors across the state achieve the life they desire. Established in 1935, Community Choice has 20+ locations across the state, serves more than 115,000 members, and has grown its assets to \$1.6 billion. The credit union is committed to helping the community and upholds a Give Big philosophy. Since 2008, team members have volunteered more than 25,900 volunteer hours in communities across the state. Its foundation, The Community Choice Foundation, awarded more than \$1.3 million in scholarships to graduating high school seniors who attended a Michigan college or university during its first 13 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.

