



For Immediate Release
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Southeastern CU Employees Donate Over \$12,000 to United Way

Valdosta, Georgia (February 5, 2015) – Southeastern Credit Union employees have elected to donate over \$6,000 to the United Way through 2015 payroll deductions. The Credit Union will match the money given by employees for a grand total of \$12,444 in donations to the local chapter of the United Way.

Each year, the Greater Valdosta United Way holds a "Banker's Challenge," which encourages employees of local financial institutions to give part of their paycheck to the United Way through reoccurring deductions or a one-time donation. The Banker's Challenge is part of the United Way's larger 2015 Fundraising Campaign. Southeastern has participated in the Banker's Challenge for many years, but this is the first year the Credit Union has matched dollars given by employees.

"This campaign has always been about the community, making it stronger and providing for those who need a little assistance," says Greater Valdosta United Way Director, Bobby Yarbrough. "Without companies like Southeastern CU, this would not be possible."

The United Way's mission is to improve lives by mobilizing the caring power of communities around the world to advance the common good, with a focus on education, income stability and healthy lives. The Greater Valdosta United Way serves fifteen partner agencies in Berrien, Brooks, Echols, Lanier, and Lowndes counties.

Southeastern Federal Credit Union is a not-for-profit financial institution serving South Georgia since 1953. The Credit Union is owned by its 28,000+ members and governed by a member-elected board of directors. Southeastern has branch offices located in Valdosta, Tifton, Nashville and Moody AFB.

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