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Photo Attached

Contact:  
Courtney Gooding  
AVP of Marketing  
Phone: (229) 293-1266  
Email: [cgooding@southeasterncu.com](mailto:cgooding@southeasterncu.com)

**Southeastern CU Celebrates International Credit Union Day with Pay-it-Forward Event**  
*Community Encouraged to Share Pay-it-Forward Stories on Social Media*

Valdosta, Georgia (October 20, 2016) – Southeastern Credit Union, along with more than 56,000 credit unions around the world, celebrated International Credit Union Day (ICU Day) and the foundational principles that make credit unions unique on October 20.

Southeastern began the day by paying it forward, buying breakfast for more than 160 vehicles in the Chick-fil-A North Valdosta drive-thru. Southeastern encouraged pay-it-forward recipients to simply pay-it-forward to someone else in hopes of sparking a community-wide ‘people helping people’ phenomenon. Those who share a pay-it-forward story on Southeastern’s Facebook or Instagram page (@SoutheasternCU) will be entered to win a \$100 VISA gift card from the Credit Union.

Southeastern also provided cookies, tea, and lemonade in all six local branches throughout the day, and conducted a drawing for Valdosta State University sporting event tickets on the Credit Union’s website, [www.southeasterncu.com](http://www.southeasterncu.com).

Credit unions are not-for-profit financial cooperatives guided by nine principles, including democratic control, social responsibility, and returning all profits to members. This year’s ICU Day theme was “The Authentic Difference,” a description of credit union’s cooperative structure and principles. Southeastern Credit Union celebrates ICU Day because it believes banking should be principled.

On ICU Day, Southeastern Credit Union joins the more than 217 million credit union members around the world in celebrating the people-first principles that have helped lift people out of poverty and strengthened communities all over the globe.

Southeastern Credit Union is a not-for-profit financial institution serving South Georgia since 1953. The Credit Union is owned by its 29,000+ members and governed by a member-elected board of directors. Southeastern has branch offices located in Valdosta, Tifton, Moody AFB and Nashville.

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