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The Great Transaction Challenge: The Midway Point

Middletown, Pa. (July 11, 2017) – The year is more than half over and that means MY CU Services’ Great Transaction Challenge has reached the midway milestone. The competition encourages credit unions to expand their electronic bill payment (EBP) transactions in 2017.

Here are the leaders as of the first half:

1. Stanwood Area Federal Credit Union
2. Sabattus Regional Credit Union
3. Sweet Home Federal Credit Union
4. Oakdale Credit Union
5. North Penn Federal Credit Union
6. Masters, Mates & Pilots Federal Credit Union
7. First Capital Federal Credit Union
8. Mountain Laurel Federal Credit Union
9. Grove City Area Federal Credit Union
10. Reliance Federal Credit Union

“Now that the Great Transaction Challenge has reached the halfway point, we’re hopeful that credit unions will be even more persistent with their bill payment promotion efforts,” said Jaime Agostino, director of marketing for MY CU Services. “The results thus far have been very inspiring, and we’d like to see those positive effects continue for our member credit unions.”

MY CU Services provides several marketing resources to get the word out to credit union members about electronic bill payment’s benefits and convenience. All participating credit unions have access to marketing templates and commercials to easily promote electronic bill payment to their members.

The credit union that increases their EBP volumes by the largest percentage over their 2016 totals will be awarded free bill payment in 2018 (not to exceed \$5,000).

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About MY CU® Services, LLC

MY CU Services is a leading provider of electronic payment, mobile and technology solutions for credit unions. Headquartered in Middletown, Pa., MY CU Services currently provides services to more than 1,300 credit unions nationwide. For more information, visit www.mycuserVICES.com. It’s time to Experience the Difference with MY CU Services.