

FOR IMMEDIATE RELEASE

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TITLE: Los Angeles Firemen's Credit Union now Firefighters First Credit Union.

Los Angeles Firemen's Credit Union is proud to announce it will change its name to Firefighters First Credit Union, effective March 31, 2014. The credit union was motivated to find a name that would honor its long history of exclusively serving professional firefighters, while reflecting the entirety of its growing Fire Family. The credit union today serves over 265 fire departments all across California.



It's yours.

"The Board reached the decision to rename after significant research and a strategic brand process. As a result, we are confident this new name will help us continue to grow stronger and provide our members with outstanding service, while reaching more of our Fire Family with the financial services they need and deserve," commented Firefighters First Credit Union's President/CEO, Michael Mastro.

The credit union will retain the brand tagline "It's yours." and remain exclusively focused on serving professional firefighters and their family members. "Our 100% commitment to this group – who we call our Fire Family – means the service we offer is tailored to their unique financial needs and goals. We know this group better than anyone, we are proud to serve them, and we are ready to welcome more of our Fire Family into our membership," said Chief Strategy and Operations Officer, Dixie Abramian. "We were founded by the Los Angeles City firefighters in 1935, and will always have a deep connection to our history. Passing their legacy to new generations of firefighters statewide will help ensure their Credit Union thrives in the future. This new name highlights what has always been true – our commitment to putting members first."

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Los Angeles Firemen's Credit Union is a not-for-profit financial cooperative established in 1935 by Los Angeles City firefighters. Today, Los Angeles Firemen's Credit Union has over \$870 million in assets and over 30,000 members. Membership is available to full-time, paid, active and retired professional firefighters within the State of California, and their family members. Specific details on eligibility, and more information about the credit union, are available at www.lafirecu.org or by calling 800.231.1626.