

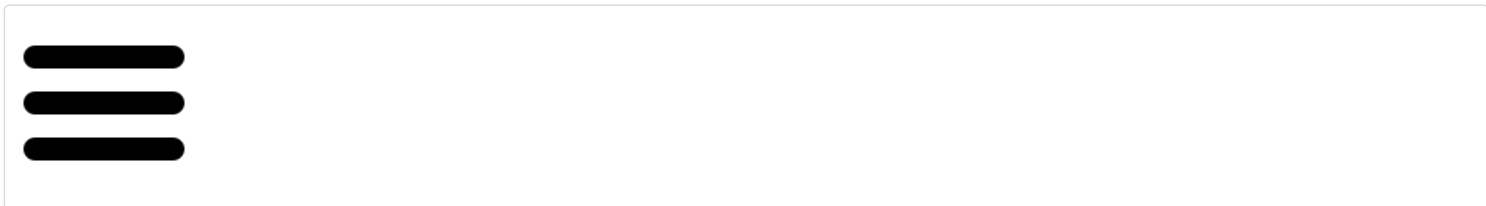
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TruWest CU Marking 70th Anniversary with 70 Days of 700 Hours Challenge, New Credit Card

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TEMPE, Ariz. --To mark its 70th anniversary in August, TruWest Credit Union has launched the 70 days of 700 hours of service challenge for its employees. Through Oct. 21, TruWest staff will have the opportunity to provide 700 combined hours in community service.

"A cooperative with a rich history of service to its members, involvement in the community and dedication to its employees, TruWest lives and breathes the long-standing philosophy of "people helping people," the credit union said.



It was founded in 1952 as Motorola Credit Union and today has more than 93,000 members.

“The TruDifference is woven into everything we do,” said Alan Althouse, president and CEO. “It is a pledge to provide members great rates and great service and a culture of caring for our members, our employees and the community.”

Since its opening, TruWest said to has shown a commitment to supporting the communities in which it operates, including supporting the American Lung Association, Phoenix Children’s Hospital, Dell Children’s Medical Center and Mesa Community College’s First-Year Experience Program.

The \$1.5-billion credit union is also launching a 70th anniversary TruWest Visa credit card giveaway, awarding a grand prize of a \$10,000 statement credit and seven second place prizes of \$1,000 statement credits. For every TruWest Visa credit card purchase, members will receive an entry into the drawing.



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