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FOR IMMEDIATE RELEASE

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AFFINITY CREDIT UNION CELEBRATES 310 DAY IN HONOR OF UNITED STEELWORKERS LOCAL 310 FOUNDING MEMBERS

Another proud moment for Affinity Credit Union as they celebrated 310 Day on March 16th and March 18th at the Firestone Tire plant in Des Moines, Iowa. A day recognized to honor their USW Local 310 founding members. Firestone employees were greeted with dollar bills, marketing swag and entered to win a \$310 cash prize.

In 1949, a group of 10 Firestone workers founded Local 310 Credit Union by pooling their money together with a dream of affordable loans for Firestone workers. The credit union charter members carried a few dollars in a lunch box between work shifts distributing \$5 and \$10 loans. If someone needed a loan, they would first collect a deposit to offer the loan. At the time, the founding group did not have any credit union members, had little money to lend, and no desk to consult with borrowers. Nevertheless, they persevered with a resource created by workers, for workers, that fed families, futures, and trust.

Today Local 310 Credit Union is now known as Affinity Credit Union, managing millions in financial assets, while helping 13,000 plus members in central Iowa do more with the money they earn so they can live the life they want. “On 310 Day we honor the Legends – the USW Local 310 founding members, who from humble beginnings demonstrated the true meaning of the credit union mantra of People Helping People and our mission statement of Building Better Lives.” said, Jim Dean, CEO.

Affinity Credit Union has been serving the greater Des Moines and central Iowa region for over 70 years. Guided by our mission statement of “Building Better Lives”, Affinity serves the needs of over 14,000 member-owners. For more information, visit Affinity at www.affinitycuia.org or call 515-288-7225.