

Contact Information:

Melissa De Dios

Affinity Credit Union

515-288-7225

mdedios@affinitycuia.org

FOR IMMEDIATE RELEASE

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

Affinity Credit Union celebrated 310 Day on March 10th and 12th at the Firestone Tire plant in Des Moines, Iowa by offering Firestone employees giveaways and cash prizes. In honor of USW Local 310 founding members of the credit union, Affinity staff gave away dollar bills, credit union marketing swag, and a \$310 prize.

Affinity Credit Union was founded in 1949 as Local 310 Credit Union by 10 Firestone workers who helped each other by providing small-dollar loans they could not get anywhere else. Credit union charter members carried a few dollars around between work shifts in a lunch box on the plant floor, distributing \$5, \$10, and \$20 loans for basic necessities such as groceries. If someone needed a loan, they would first collect a deposit to then be able 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, Affinity Credit Union has 13,000 plus members in central Iowa and manages millions in financial assets that help individuals, families, and businesses achieve their financial goals. “On 310 Day, we honor the Legends – the USW Local 310 founding members – whose legacy lives on today through our tireless efforts to serve our members and community, fittingly represented by 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.