

FOR IMMEDIATE RELEASE

Bay Federal Credit Union Announces Relocation Date of Salinas Branch to Harden Ranch Plaza

Capitola, CA –October 26, 2021 – Bay Federal Credit Union has announced that their relocated Salinas branch in Harden Ranch Plaza will officially open on Monday, November 8.

The credit union previously announced their relocation from downtown Salinas into the former location of Pier 1 Imports at the shopping center earlier this year. The new branch at 1524 Main Street is between Walgreens and Ross at Harden Ranch Plaza, which contains more than 80 retail stores and restaurants. The new branch is also less than four miles away from their current downtown location.



An artist's rendering of the new Salinas Branch lobby located at Harden Ranch Plaza.

This new location allows for easy access to Highway 101, and plenty of parking for their members. The branch has also undergone an extensive new redesign to create a modern banking experience and environmentally-friendly atmosphere. Amenities include coin machines, ATMs, and private offices that will allow members to have convenient access to mortgage lending officers, business lending officers, and investment service advisors.

The current downtown Salinas location at 356 Main St will remain open until Wednesday, November 3. This will allow for a few days for the actual relocation of the branch equipment to take place. Salinas members have been notified about these dates, along with alternate resources to allow them to do their banking, well in advance so they can prepare.

“We are excited that the official opening date at Harden Ranch Plaza is quickly approaching,” said Carrie Birkhofer, President and CEO of Bay Federal. “We look forward to providing members easy access to their banking from our friendly, local Salinas employees at this new location.”

A ribbon-cutting ceremony commemorating the opening of the new location is tentatively planned for December, which will include prominent members of the Salinas community.

About Bay Federal Credit Union

Bay Federal is a full-service, not-for-profit, community development financial institution that serves over 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties. With more than \$1.5 billion in assets, Bay Federal Credit Union is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal Credit



Union has an award-winning employee volunteer program in which employees have given their own money and volunteer for numerous local schools, nonprofit organizations, and community events each year.

Contact: Amy Ivey, VP Marketing and Development

Bay Federal Credit Union

831.477.8409

aivey@bayfed.com