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Valley First Credit Union Celebrates 75 Years of Service, Commitment, and Community

MODESTO, Calif. March 17, 2025 – [Valley First Credit Union](#) proudly celebrates 75 years of dedicated service, financial empowerment, and community impact across the Central Valley. Since its founding in December 1949, Valley First has remained committed to helping individuals, families, and businesses achieve financial wellness while fostering a strong sense of community.

To mark this milestone, Valley First is launching a year-long 75th Anniversary Celebration, engaging members, employees, and local communities through special events, exclusive member rewards, and impactful storytelling that highlights the credit union’s rich history and future vision.

“For 75 years, Valley First has been more than just a financial institution – we’ve been a trusted partner in our members’ lives,” said Kathryn Davis, President and CEO of Valley First Credit Union. “This anniversary is a testament to the relationships we’ve built, the trust we’ve earned, and our commitment to the communities we serve. We look forward to celebrating with our members and continuing to make a positive impact for generations to come.”

A Legacy of Service and Growth

Founded on the principles of financial inclusion and community support, Valley First has evolved into a leading financial institution serving thousands of members across the Central Valley. Throughout its history, the credit union has championed financial literacy, small business growth, and community outreach, reinforcing its mission of “People Helping People.”

Engaging Members and Communities

As part of the 75th anniversary campaign, Valley First will:

- Host member appreciation events featuring giveaways and special promotions.
- Recognize employees and long-standing members who have contributed to the credit union's success.
- Share inspiring stories of impact and financial success from members and businesses.
- Give back to the community through volunteer initiatives and financial wellness programs.

Looking Ahead to the Future

With a deep-rooted history of trust and service, Valley First remains focused on innovation, growth, and financial empowerment. By continuing to prioritize its members' needs and investing in local communities, the credit union is poised to inspire the next generation of financial success stories.

For more information on Valley First's 75th Anniversary Celebration and upcoming events, visit valleyfirstcu.org/75th-anniversary, or follow us on social media @ValleyFirstCreditUnion.

About Valley First Credit Union

Valley First Credit Union is a \$1.047 billion, member-owned, not-for-profit financial cooperative providing quality financial services to 80,000 members in the growing and diverse communities of Calaveras, Fresno, Kings, Kern, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Sacramento, Tulare, and Tuolumne Counties. With eight branches throughout the Central Valley, the credit union is committed to banking with a purpose – to better the financial lives of the people and businesses in the communities we call home. To learn more about how Valley First is making good happen across the communities it serves, see the credit union's 2023 Impact Report or visit www.valleyfirstcu.org/.

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