**NEWS RELEASE**

Contact: Joe Mecca

VP, Communication / Spokesperson

919-420-8044 /jmecca@coastal24.com

**FINAL – For Immediate Release**

## **Coastal Credit Union Featured in Opportunity Knock$ TV Series**

 **RALEIGH, N.C. (Nov. 3, 2022) –** [Coastal Credit Union](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom) is appearing in a new TV series called Opportunity Knock$. The show follows six families nationwide working through a variety of financial hurdles, featuring relatable heroes to show viewers at home they are not alone in their struggles. The show is streaming now on PBS Passport and airing now on the PBS North Carolina station every Tuesday at 8:30 a.m. EST.

Each family in the show is paired with a renowned financial expert to help them start taking control of their finances throughout each episode. The financial experts provide the featured families – and viewers – with actionable advice, tools, and community resources including Coastal and other not-for-profit credit unions, along with nonprofits and CDFIs.

“At a time when costs are rising and more than 60% of Americans are living paycheck-to-paycheck, a lack of knowledge about financial resources prevents many people from realizing ways to break free from financial hardships,” said Coastal President and CEO Chuck Purvis. “As a not-for-profit credit union, our mission is one of service. Coastal is uniquely positioned to help people start a better journey to financial wellness and that’s what viewers will see on Opportunity Knock$.”

The series is distributed by American Public Television and presenting station WXXI Public Media. For more information, visit [www.opportunityknocks.net](https://www.opportunityknocks.net/).

**About Coastal**
Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $4.66 billion in assets, Coastal serves 320,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina.  Coastal operates 23 branches in central North Carolina and serves members in all 50 states through a network of 5,000 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

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