

FOR IMMEDIATE RELEASE

**EECU’s Newest Branch Has Wheels, Will Travel**

*Fresno, CA* – EECU’s newest branch is a lot like its other traditional branch offices with one noticeable difference – this one is on wheels.

EECU’s Mobile Branch officially opened for business in July 2024. It provides typical teller services such as cashing checks, depositing and withdrawing money, and making loan payments. The teller window and ATM are accessible from the exterior of the vehicle and there is space inside to meet with EECU staff for other types of services, such as opening new accounts and loans. The bilingual staff assists members in English and Spanish.

“We are so excited about our new Mobile Branch,” said Elizabeth J. Dooley, EECU president/CEO. “In areas where people lack convenient access to a financial institution, our Mobile Branch will deliver banking services directly to the community, with the goal of improving the financial health of all residents.”

EECU serves several counties in Central California and the Central Coast and has branches in many, but not all, of those areas. The Mobile Branch helps to bridge the financial services gap, making it easier for people to manage their finances and get assistance to do so.

Mobile Branch Manager Eddie Zamora sees the new branch as an opportunity to bring personal service directly to the credit union’s members and the community. “By expanding our presence into unbanked and underbanked areas, we’re building relationships and trust with people who are most in need of affordable banking services,” said Zamora. “Our Mobile Branch is a significant milestone for EECU and demonstrates our commitment to bolster inclusion by removing barriers to essential financial services.”

The Mobile Branch also has a presence at community events, workplaces and schools, providing convenient access to banking services, educational resources, and personal financial guidance.

For more information or to find the nearest EECU branch and ATM, visit myEECU.org

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*EECU serves 12 Central California and Central Coast counties and has 23 branches and more than 382,000 members. Since 1934, EECU has provided affordable financial products and services to meet its members’ saving, borrowing, and investing needs. EECU is very active in the communities it serves, proudly supporting numerous programs, activities and events that enrich the community experience, and providing free financial wellness education to people of all ages.*