



FOR IMMEDIATE RELEASE

EECU Helps Local Families Prepare for School with Backpack Giveaway Events

FRESNO, Calif. (Aug. 8, 2025) – Thousands of local children are now better prepared for the new school year thanks to the recent Back to School Community Health Resource Fairs and Backpack Giveaway Events, hosted by Assemblywoman Esmeralda Soria in partnership with community organizations across four Central Valley cities.

Educational Employees Credit Union (EECU) proudly joined these efforts once again, helping distribute backpacks and school supplies to families in Fresno, Los Banos, Madera, and Merced. This marks the third consecutive year that EECU has supported these vital events aimed at helping children start the school year confidently and equipped for success.

“Events like these make a real difference for families, and it’s partners like EECU that help make it all possible,” said Assemblywoman Soria. “With rising costs, many families are struggling to afford even basic school supplies. Thanks to EECU’s continued support, thousands of students will be able to walk into the classroom feeling confident and prepared.”

In addition to sponsoring the events, EECU staff participated by distributing educational resources including coloring books, crayons, and information about financial wellness programs and services available to families through the credit union.

“Giving back to the community is at the heart of who we are as a credit union,” said Elizabeth J. Dooley, EECU president and CEO. “We’re proud to give back in this way that directly benefits so many local schoolchildren and families.”

EECU is proud to support local organizations and community events like these year-round as part of its commitment to uplifting families across the Central Valley.

To learn more about EECU and its community initiatives, visit myEECU.org.

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EECU serves 12 Central California and Central Coast counties and has 23 branches and more than 387,000 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.