



MOUNTAIN VALLEY
FEDERAL CREDIT UNION

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Peru, New York – Peru Federal Credit Union announces the new name of their credit union: **Mountain Valley Federal Credit Union**. Citing the desire to eliminate confusion about who can open an account, the credit union decided to begin the process of changing their name.

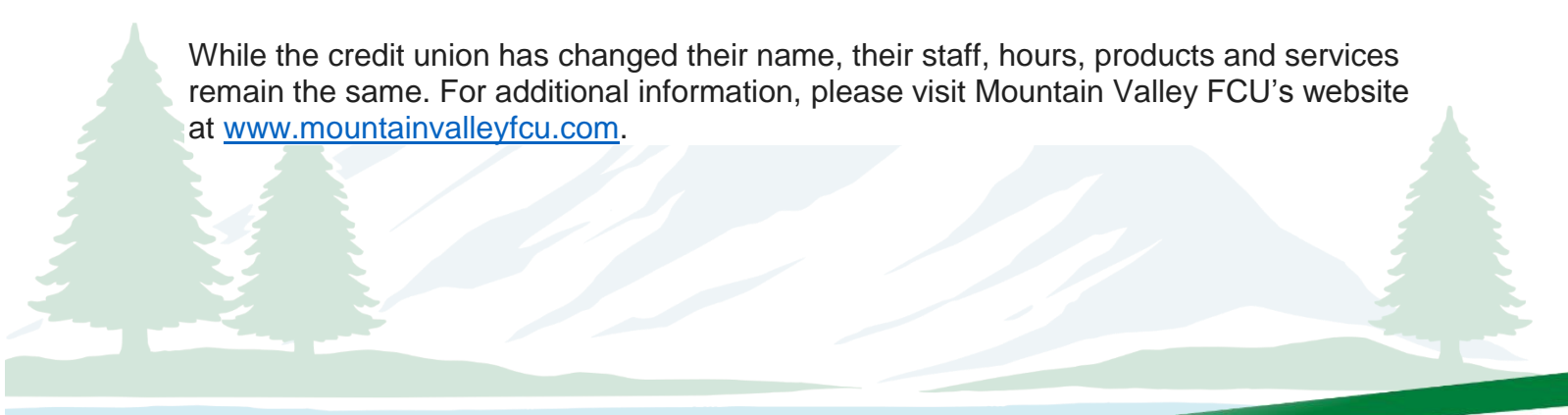
PFCU was started in 1963 as Peru Central School FCU by Mr. John Roach for PCS employees and then later expanded membership to include AVCS and CCC. In years to come, adding more than 20 SEG's (Select Employer Groups). In 2015 they were granted a Community Charter by the NCUA which allowed them to serve everyone who lives, works, worships, attends school or volunteers in Clinton or Essex County, New York.

"We're excited to announce the new name to our members and our communities," stated Maggie Fournier-Pope, CEO of Mountain Valley Federal Credit Union. "We wanted our communities to know that we serve more than just the Peru area and have sometimes struggled with the misconception that you had to be a teacher or live in Peru to use our credit union; by creating a more inclusive name this will greatly help us spread the message."

For the change of the new name, the Board of Directors, Supervisory Committee, Management and Staff worked together during strategic planning sessions collaboratively and decided on the new name during the first quarter of this year.

"By making the decision to change our name, we are in no way changing our philosophy of "People, Helping, People" noted Fournier-Pope. Members are going to see the same great people working here, and receive the same great service they're used to."

While the credit union has changed their name, their staff, hours, products and services remain the same. For additional information, please visit Mountain Valley FCU's website at www.mountainvalleyfcu.com.



About Mountain Valley Federal Credit Union:

Mountain Valley FCU, with assets over \$40 million, has four locations – Peru, AuSable Forks, Keeseville and coming soon to Wilmington. MVFCU provides affordable financial services such as Free Checking, Savings, Money Markets and Certificates of Deposit. Loans of all types including Mortgages – (Construction loans, Home Equities and Manufactured Homes). Free Online and Mobile Banking and Remote Deposits (via smartphone) and Free Bill Pay. MVFCU also offers Financial Counseling and Personal Budgeting. To learn more, please visit www.mountainvalleyfcu.com

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