



October 14, 2011

FOR IMMEDIATE RELEASE

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Columbia Credit Union’s “Member Days!” Celebration Goes Mobile
\$1,000 cash giveaway uses QR code technology

Vancouver, WA - Columbia Credit Union’s October member appreciation celebration is a mix of cash prizes, product specials, community events – and mobile technology. For a chance at winning the big \$1,000 cash prize, participants are invited to scan a QR (quick response) code with their smart phone posted at each of Columbia’s 12 branches.

“QR code technology is an extremely versatile and cost-effective marketing tool,” said Columbia SVP Marketing and Chief Deposit Officer, Colleen Boccia. “We’re excited to introduce members to this new technology, and look forward to leveraging it’s capabilities in future mobile marketing campaigns.” To further promote Columbia’s free mobile banking service, individuals signing up for mobile banking during Member Days will receive an entry to win their cell phone bill payments for an entire year!

In addition to the prizes, Columbia is offering product specials including consumer and business auto loan programs, record low mortgage rates, and introductory savings on Visa® credit card purchases and balance transfers. Debit cards are offered at half off one-time production charges for three customizable debit cards – *Better Image*SM, *Better Identity*SM and *Better Community*SM. For each *Better Community*SM debit card opened during *Member Days!*, Columbia is doubling their donation to the selected non-profit.

(more)

The community is also invited to enjoy special *Member Days!* events:

- **Fall treats at Columbia branches** - Stop by your favorite branch for fall treats on select dates throughout October. Click the “About Us” tab on our website to view the complete schedule.
- **Nourish Our Neighbors Food Drive** – Bring non-perishable food items to any branch Oct. 11-22. For each donation, receive an entry to win one of five \$100 Visa gift cards.
- **Free shred and electronics recycling** - Bring sensitive documents and old electronics on Oct. 22, 9 a.m. – 1 p.m. at JC Penney Columbia Tech Center, 19005 SE Mill Plain Blvd., in Vancouver.

All events and offers are open to the public. For more information about Columbia Credit Union or *Member Days!* please visit www.columbiacu.org.

About Columbia Credit Union: Established in 1952, Columbia Credit Union has \$769 million in assets and 12 Clark County, WA locations. Columbia serves more than 65,000 members with a 2011 satisfaction rating of 95.8 percent - an industry benchmark. Columbia is nationally recognized by PBS Companies for Workplace Excellence and was voted Clark County’s “Best Financial Institution” in 2009, 2010, and 2011, and “Best Overall Customer Service” in 2010. Columbia is a top local lender for auto and home loans, and was named the SBA “Credit Union Lender of the Year” for 2009 and 2010 in the Portland, Oregon district. Committed to sustainability, Columbia built Clark County’s first financial institution branches to strict LEED standards set by the U.S. Green Building Council. Individuals and businesses in Washington State are eligible for membership. For more information, visit www.columbiacu.org. Better Image, Better Identity and Better Community are service marks of Columbia Credit Union. All rights reserved 2011.

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