



Media Contact: Christian Pagan
Phone: 904-996-7691
Email: cpagan@alivecu.coop

FOR IMMEDIATE RELEASE



Alive Credit Union receives Juntos Avanzamos (Together We Advance) designation for its commitment to serving and empowering Hispanic and immigrant consumers.

JACKSONVILLE, FL (October 3, 2019) – On October 2nd, Alive Credit Union was the first credit union in Northeast Florida to receive the Juntos Avanzamos (Together We Advance) designation. Community partners and leaders came together to celebrate in the Juntos Avanzamos Flag Raising Ceremony.

In order to receive this designation, a credit union must complete an extensive application process and demonstrate what initiatives have been implemented to serve the needs of the Hispanic market.

Alive Credit Union has been dedicated to providing low-cost financial solutions to its members for over 65 years, and over the past few years the Alive team has been focused on developing more tools and resources for the Jacksonville Hispanic and immigrant communities. Some of these include staffing bilingual employees, providing education to certify in-house financial counselors, having a diverse group of volunteers and staff, implementing programs which allow the use of ITIN (Individual Taxpayer Identification Number) and alternative forms of ID to allow qualification of membership, and more.

Rose Gunter, President & CEO at Alive Credit Union commented, *“This national recognition acknowledges our commitment to inspiring financial wellness and improving the lives of every single member of our diverse community, regardless of race, socioeconomic background, national origin or immigration status.”*

Pablo DeFilippi, SVP Membership & Network Engagement at Inclusiv commented, *“On behalf of the growing Inclusiv/Juntos Avanzamos network we congratulate Alive Credit Union for making this public commitment to empowering the Hispanic community. This designation will open the doors of opportunity and financial security for Latinos in the city of Jacksonville and beyond.”*

Alive Credit Union® is a not for profit financial institution founded in 1954 and continues to operate under the cooperative principle of people helping people, Alive is proud to offer full-service financial banking solutions to its members. Additional benefits include access to low loan rates, reduced fees and a high level of personal service.

About Juntos Avanzamos Juntos Avanzamos (“Together We Advance”) is a designation for credit unions committed to serving and empowering Hispanic and immigrant consumers – helping them navigate the U.S. financial system and providing safe, affordable and relevant financial services. Juntos Avanzamos credit unions employ bilingual, culturally-competent staff and leadership, accept alternative forms of ID and treat all of their members with respect, regardless of immigration status. The Juntos Avanzamos network is growing quickly; it currently includes 100 credit unions in 26 States, Puerto Rico, and the District of Columbia.

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