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FOR IMMEDIATE RELEASE:

**CDC Federal Credit Union Brands Community Service Program: *Because We Care***

ATLANTA, GA, April 12, 2007---Recently, CDC Federal Credit Union (CDC FCU) launched the start of a new community service program called, "*Because We Care.*" Through this branded program, the credit union will be able to strengthen neighborhoods and serve organizations in need of educational, volunteer, or financial support.

Credit Unions were founded on the philosophy of "*People Helping People,*" and are known for serving and supporting the public good. CDC FCU has taken this philosophy to a new level, by creating and coordinating a yearly schedule of events to coincide with traditional community involvement efforts, and to share the credit union difference within its community.

*Because We Care* provides ongoing opportunities for associates and members to reinvest in their communities through volunteerism. Opportunities include playground builds, charity walks, elderly assistance, and revitalizing nearby parks.

To kick-off the program, CDC FCU's first project was an MLK, Jr. Service Initiative in January. CDC FCU "adopted" a home and was able to assist DeKalb County residents with neighborhood revitalization. In March, credit union employees also gathered at a nearby park to plant new trees, make minor repairs, and assist in overall revitalization.

"We feel it is important to make a statement to the communities we serve, and to show that we care about the health and well-being of their residents and people working within those areas enough to volunteer to help in their success," said Sharon Cook, Vice President of Marketing Services.

*Because We Care is a community-based outreach program built on the standards of growth, compassion, and empowerment. It provides opportunities for volunteers to establish and help with special projects in the North Atlanta area. CDC FCU employs 65 people and is federally insured by the National Credit Union Administration. For further information about CDC FCU, visit our web at [www.cdcfcu.com](http://www.cdcfcu.com).*

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