



CREATING OWNERSHIP AND ECONOMIC OPPORTUNITY

FOR IMMEDIATE RELEASE

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Regional Financial Partners Opening New Facility

Asheville, NC – May 17, 2011

Carolina Mountains Credit Union and Self-Help Credit Union will mark the Grand Opening of their new branch at 1911 Hendersonville Road in Asheville on Tuesday, June 7, with an event beginning at 11:00 a.m. The Asheville Area Chamber of Commerce will lead a ribbon-cutting, and lunch on the grounds will be served following the ceremony. The public is cordially invited to attend.

The new branch represents the first combined office of the two credit unions since they merged in November 2009.

“We’ve built a trusted reputation for providing good, solid and honest mortgage and small business loans,” says Self-Help’s Western Regional Director Joyce Harrison. “Our reach extends across 21 counties of our mountain region. Now our members, partners and supporters from this area, especially from Asheville and Buncombe County, can deepen their relationship with Self-Help through branch walk-in services, online banking services, ATM access, and other consumer financial products and services being offered through Carolina Mountains Credit Union.”

The new branch unites Self-Help Credit Union’s commitment to creating ownership and economic opportunity with Carolina Mountains Credit Union’s extensive history of service to its members in Western North Carolina communities.

“Community involvement has been our greatest source of pride as a credit union,” says Carolina Mountains President Diane Rogers. “We value the 35-year effort we’ve made to serve our communities through financial services and civic engagement. We’ve demonstrated that kind of loyalty in our rural markets. The opening of the Asheville branch is our opportunity to built loyalties among a broader population of residents and communities. We’ve very excited about that, and we’re working closely with Joyce and her staff to make that happen in a way that positions Self-Help Credit Union and Carolina Mountains Credit Union to serve all of Western North Carolina.”

About Self-Help Credit Union- Self-Help Credit Union is an affiliate organization of Self-Help (www.self-help.org). Self-Help is a North Carolina-based nonprofit organization whose mission is to create ownership and economic opportunity through mortgage and small business lending; financing for community facilities; downtown revitalization and affordable housing development, and by providing responsible consumer financial services for its members.

About Carolina Mountains Credit Union- Carolina Mountains Credit Union (www.carolinamountainscu.org) operates as a division of Self-Help Credit Union. CMCU currently serves more than 7,000 members and also maintains branch offices in Hendersonville, Penrose, and Rosman, North Carolina.

Deposit accounts are insured up to \$250,000 by NCUA. Self-Help Credit Union is an Equal Housing Lender.



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