



*For more information, contact:
Michael Vadala, President & CEO
The Summit Federal Credit Union
100 Marina Drive
Rochester, NY 14626
(585) 453-7071
www.summitfcu.org*

- For immediate release -

THE SUMMIT BUCKS ECONOMIC TRENDS WITH OPENING OF FULL-SERVICE IRONDEQUOIT BRANCH

ROCHESTER, NY (Oct. 7, 2009) –Though the past year’s economic turmoil has seen numerous takeovers, consolidations and even failures among the nation’s banks and financial institutions, The Summit Federal Credit Union bucks that trend with the grand opening of its new Irondequoit branch located at 2121 Hudson Ave. near Titus Avenue. It replaces an existing facility in the Wegmans Plaza on Hudson Avenue.

“This new Irondequoit branch will be a great convenience for our members,” said Michael Vadala, President and CEO of The Summit. “This Irondequoit location has been operating for over 17 years in its former plaza location, and is now one of our highest transaction branches. We serve well over 6,400 members out of this one branch alone (out of nearly 60,000 total members), and it has been growing steadily over the years representing well over \$56 Million dollars in member relationships,” Vadala stated.

“This is a tribute to our loyal members in Irondequoit and the city of Rochester. We hope to continue doing business here for a very long time out of this new facility,” concluded Vadala, a long-time Irondequoit resident.

Christa Construction was the builder for this new branch, and SWBR Architects designed the 3,900 square-foot building which includes 2 drive-through teller lanes and a drive-up ATM. The new branch represents The Summit’s fourth new signature-design branch out of ten total branch locations in Western New York.

Over the next 2 weeks, additional events celebrating the grand opening include:

- 10:00 a.m. to 12:00 p.m., Sat., Oct. 10: “Decorate your piggy” kids coloring event and performances by Rich the Magic Man
- 10:00 a.m. to 12:00 p.m., Sat., Oct. 17: Document Destruction and Electronics Recycling Day by Certified Document Destruction Recycling, Inc.

An official ribbon cutting reception will take place October 15th at 4:00 p.m. Participating in the ribbon cutting will be Vadala, Summit’s Board of Directors and Senior Management team, town and other elected officials, vendors, Summit member company representatives and long-time individual Summit members.

Summit Background

The Summit Federal Credit Union remains the largest Credit Union with a presence in Rochester and Buffalo. Now, with over \$490 million in assets, they serve over 500 member companies in Western NY. Members will now have access to a combined ten (10) Summit branches, thirty (30) additional CU Service Center shared branches located in the Buffalo and Rochester areas along with nearly 4,000 CU Service Center shared branches nationwide, plus access to hundreds of surcharge-free ATMs throughout the region and across the country.

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