



July 6, 2021

The Summit Launches Virtual Branch Groundbreaking Innovation Features Live, Face-to-Face Service

FOR IMMEDIATE RELEASE, Rochester, NY:

The Summit Federal Credit Union opened a new branch this morning. It's location? Everywhere.

The Summit's new Virtual Branch brings the live, face-to-face service that people love right to them, wherever they are. Using Zoom technology, branch "visitors" see and talk directly with a local relationship specialist and do just about everything they'd do at a physical branch, right from a mobile or electronic device. It's secure, it's easy, and it's brand new for Western and Central New York.

"Many financial institutions use the term 'virtual branch' to describe their e-services: self-serve transactions like making transfers or deposits," said Cheryl Pohlman, The Summit's Vice President of Marketing and Business Relations. "In contrast, The Summit's Virtual Branch is just like stepping into a full-service physical branch, only a lot more convenient. You talk to a real, live person from wherever you happen to be."

Visiting The Summit's new Virtual Branch is by appointment, which can be scheduled by visiting summitfcu.org. And joining The Summit is also easy through a Virtual Branch appointment.

More information is available at www.summitfcu.org.

About The Summit Federal Credit Union

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With over \$1 billion in assets, The Summit has approximately 250 employees and provides a full range of affordable financial products and services to approximately 87,000 active members in Central and Western New York. For more information, visit www.summitfcu.org.

###

Contact: Cynthia Kolko, The Summit Federal Credit Union
Office: 585.453.7058 | Mobile: 585-729-6173 | ckolko@summitfcu.org