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### **Seriously Free Checking Answers Members' Call to Save Money**

KALAMAZOO, MICH—Consumers Credit Union is launching a new member education initiative, *Seriously Free Checking*, designed to educate members and the public on the fee-free checking options available – and how these options can help people learn how to save money in a tight economy.

“The *Seriously Free Checking* program is our way of helping members and those who are questioning high banking fees become more educated financially and to make the right decisions,” says Jeff Visser, Sales and Service Manager for Consumers Credit Union. “The controversy in today’s financial marketplace, and recent announcements from institutions now imposing new checking and debit card fees, gives us the opportunity to explain there are choices to make with your money.”

While education initiatives can help inform the public on these differences, Visser believes the road to success is having the right team in place. “We have a great team ready to listen and respond to our members’ needs,” says Visser. “Within our organization there is tremendous focus on developing staff with the key goal to serve each and every unique need our members face.”

Free checking has long been a foundation for credit unions nationwide and Consumers is no exception. “We choose the strategies we believe in,” says Visser, “and execute them with extraordinary success. One of those is free checking and convenient debit card access, with no strings attached.”

Every credit union's situation is unique based on its field of membership, market area and competitive factors, and overall mission. At Consumers, the key to success is not only having fairly-priced products in place, but hiring the right people with the right skills – who offer members the respect and sensitivity they deserve while conducting their financial transactions.

"It's also about continually examining and re-evaluating the relationship we have with our members and taking time to listen so we can exceed their expectations," adds Visser.

For information on the "seriously free" checking program at Consumers, visit [www.consumerscu.org/seriouslyfree](http://www.consumerscu.org/seriouslyfree); for details on how the Durbin Amendment could impact you and your banking costs, or to find a credit union near you, visit [www.lovemycreditunion.org](http://www.lovemycreditunion.org) or [www.mcul.org](http://www.mcul.org).



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*Consumers Credit Union is headquartered in Kalamazoo, Michigan. With more than \$350 million in assets, Consumers has experienced 20% average growth for 26 consecutive years. Established in 1951, Consumers serves individuals and businesses through 13 offices and more than 200 ATM locations in Kalamazoo, Portage, Lawton, Coldwater, South Haven, and Holland. For details, visit [www.consumerscu.org](http://www.consumerscu.org). Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!*