



FOR IMMEDIATE RELEASE

Media Contact:

Jill Casey
Vantage West Credit Union
520-917-6751
Jill.Casey@vantagewest.org

VANTAGE WEST TO RECEIVE *JUNTOS AVANZAMOS* DESIGNATION

TUCSON, Ariz. (September 10, 2015) – On Sept. 22, Vantage West, southern Arizona’s largest credit union, will be the first financial institution in Arizona to receive the Juntos Avanzamos (Together We Advance) designation.

The Juntos Avanzamos Program – aimed at empowering credit unions to serve the Hispanic market more effectively, originated in November of 2005 as a program of the Texas Credit Union League (which recently merged with other regional leagues to form the Cornerstone Credit Union League) and the Texas International Credit Union Relationship Committee.

Vantage West Credit Union’s designation, is the first outside of the Cornerstone League. With a goal of taking the Juntos Avanzamos program nationwide, the program will now be handled by the Federation of Community Development Credit Unions.

Pablo DeFilippi, VP Membership and Business Development, National Federation of Community Development Credit Unions released this statement saying, “Vantage West is the first credit union outside the Cornerstone CUL states that joins Juntos Avanzamos and we salute their leadership, vision and commitment to financial inclusion that will increase asset building opportunities for the Hispanic community.”

In order to earn the prestigious Juntos Avanzamos designation, credit unions must complete an extensive application, requiring information about what products and services the credit union offers to specifically address the needs of the Hispanic Market, as well as what strategies they are utilizing to serve this important demographic group.

As part of the designation process, the league first identifies credit unions they believe have the "capacity to serve" and then channels its resources to these specific credit unions to grow their outreach programs.

“We recognize that along with growth from the Hispanic segment comes the responsibility to serve members according to their preferences. This means taking both language and culture into consideration, both in our marketing efforts and in the delivery of our member service,” explained Robert D. Ramirez, President/CEO of Vantage West Credit Union. In addition, Richard L. Ensweiler, President/CEO of Cornerstone Credit Union League and one of the founding members of the Juntos Avanzamos Program, commented, “Juntos Avanzamos is a way of qualifying credit unions to ensure they are truly friendly to the Hispanic market. Vantage West has long advocated for providing lifeline and expanded services to its Hispanic members and in so doing, improving their members' lives.”

Tucson business and community leaders, visiting credit union industry leaders, entrepreneurs and members will come together on Tuesday, September 22, 2015 at 10:00 a.m. to celebrate a Juntos Avanzamos Flag Raising Ceremony at the Vantage West Corporate Office (2480 N. Arcadia Ave. Tucson, AZ). Please join us as we celebrate our commitment to the Hispanic Community. For more information about the ceremony, please contact:

Jill.casey@vantagewest.org

Vantage West is a \$1.5 billion financial institution in Arizona, which serves a growing membership of nearly 135,000. Vantage West serves its membership via online channels and branches across Arizona, offering consumer and business banking services. Vantage West is federally insured by NCUA.

www.vantagewest.org

###

