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### **United Heritage CU Opens Much Anticipated Branch**

United Heritage opened 13<sup>th</sup> location on December 5, 2011 at River Place Blvd & 2222

AUSTIN, Texas (December 13, 2011) – On December 5, United Heritage opened their 13<sup>th</sup> branch, located at River Place Boulevard and Ranch Road 2222. Week-long grand opening festivities included local area favorites, popular radio personality, shred day and endless amounts of free food and goodies.

Each day began with scrumptious treats from local eatery, Rise and Shine Bakery, and ended with continued sweetness from Hey Cupcake! The Hey Cupcake! trailer was on site all week giving out free cupcakes at select times while drawing attention to the new branch with cupcake-topped trailer in the parking lot. Tuesday was celebrated with lunch from ThunderCloud Subs and a Plinko game on Wednesday awarded visitors an opportunity to win great prizes and gift cards. The official ribbon cutting ceremony was emceed by KLBJ 590AM on-air personality Ed Clements on Friday at 4p. The Vandegrift High School drum line and brass section kicked off the ceremony with a performance and later was presented a donation from United Heritage Charity Foundation. Ray Freer of the Four Points Chamber of Commerce concluded the speaker portion of ceremony with presentation of membership plaque to Martin Fogarty, River Place branch manager. Following the ceremonious cutting of the ribbon by Board Chairman, May Lofgreen, participants feasted on Rudy's BBQ and Hey Cupcake! cupcakes. The final day of celebration included a prize wheel game for lobby visitors and a shred day. On-site shredding services were provided by Iron Mountain whose truck enabled participants to watch as their personal and confidential information was shredded on the spot via a special camera inside their truck.

“The local community and area businesses have embraced our branch; while current members are ecstatic to have a branch close to home, new member growth has been substantial as well,” noted branch manager, Martin Fogarty.

The latest United Heritage branch is a full-service facility with 3,627 square feet of space which includes state-of-the-art technology, three drive-thru lanes including one for commercial use, a drive-up ATM, 366 safety deposit boxes in four sizes (double original plan due to area demand), a free lobby coin machine, refreshment area with a free cappuccino machine, concierge and plasma lobby displays. The design is traditional Texas Hill Country with extensive use of stone throughout.

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**About United Heritage Credit Union**

The Credit Union began in 1957 as Military Federal Credit Union with only eight members and \$40 in deposits. United Heritage has over \$667 million in assets, 54,587 members and 13 locations in Central Texas. United Heritage is a full service financial institution whose vision is “To Be the Financial Institution of Choice” for our members. Through innovative technology, exemplary service standards and competitive products, United Heritage continues to be a strong force in the credit union industry. [www.uhcu.org](http://www.uhcu.org)

