

# NEWS RELEASE



## MAGNIFY CREDIT UNION ANNOUNCES SPONSORSHIP OF GREENHOME WAMALAMA GREEN BUSINESS EXPO 2010

### *Financial services firm to showcase its sustainable practices and help promote greener living and business solutions*

Lakeland, FLORIDA – December 14, 2009 – Magnify Credit Union, a premier not-for-profit, member-owned financial services firm, today announced its participation as a major sponsor of the local sustainability exposition titled, **GreenHome Wamalama Green Business Expo 2010**. The event will be held at the Lakeland Center on Saturday, February 27<sup>th</sup>, 2010 and offer residents all over central Florida an opportunity to learn about the many local companies offering green, eco-friendly and other sustainable solutions for consumers, homes and business. Magnify Credit Union has been acclaimed for its sustainable building practices and is now conditionally approved for the Gold Level LEED (Leadership in Energy and Environmental Design) Certification for constructing Florida's first net-zero energy commercial building.

John Santaripa, CEO of Magnify Credit Union, stated, "Magnify has embraced the use of reusable resources and renewable energy technologies in our commercial construction. Our new solar-powered building and our entire team's involvement in promoting sustainable practices throughout the communities we serve is a reflection of our dedication to the environmental movement. We are excited to be a part of the Lakeland area's first big green expo."

In addition to Magnify Credit Union's participation, The *GreenHome Wamalama* Green Business Expo will feature an array of local green product and service providers and other vendors of alternative energy and sustainability solutions. This event will provide informative and actionable content for both consumers and business owners on how they can save energy, save money and "green up" their homes and facilities.

The event will also feature a CFL recycling drive, live music, an Eco-Kidz Zone with learning activities, games and contests for children and plans to showcase green initiatives offered through local, city, county and Chamber of Commerce programs. Throughout the event will be a series of free sustainability presentations by the expo sponsors and other local experts that include informative topics on green job opportunities, alternative energy solutions, water conservation and new innovative green technologies.

Detailed sponsorship, exhibitor and attendee information is available on the green expo website, at [www.greenhomewamalama.com](http://www.greenhomewamalama.com) or [www.lakelandgreenexpo.com](http://www.lakelandgreenexpo.com).

#### **About Magnify Credit Union**

Magnify Credit Union, formerly Community First Credit Union, is a not-for-profit, member-owned organization that has been serving its members for over 59 years. The new name "Magnify" was born out of their new vision...**"Simplify** Banking. Magnify Life." Simplify banking by providing accurate and progressive services; **Magnify** life by creating a unique and exceptional experience with every visit. Magnify Credit Union has its main office in Mulberry with satellite branches in Bartow, Lakeland, Traviss Career Center and Winter Haven. Magnify continues to grow with assets in excess of \$100 million and over 8,800 members. Learn more at [www.magnifycu.org](http://www.magnifycu.org).

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