



PRESS RELEASE

Pima Federal Credit Union Gives Back over \$40,000 to Members.

Tucson, Arizona – December 22, 2022 – Pima Federal Credit Union (Pima Federal) is pleased to announce that they have selected the winners of their Great Auto Loan Giveback campaign. Ahead of the holiday season, the credit union has randomly selected six lucky members as the winners. The grand prize winner received \$25,000 to pay down their auto loan with the credit union. The five secondary winners will have their auto loan payments made for them throughout 2023 simply for being valued members of the credit union with a vehicle loan.

Pima Federal Vice President of Marketing, Jennifer Overpeck stated, “While we knew this endeavor would be impactful, we never imagined how heartwarming it would be to meet the winners and hear their stories. We realize the last few years haven’t been easy for many and we are honored to be able to make a financial impact in the lives of these members.”

As a local credit union, Pima Federal has remained dedicated to supporting the financial well-being of the community and the Great Auto Loan Giveback is one of the many ways this is displayed. The credit union recognizes the impact inflation has had on the community which was the motivation to create a giveback campaign. Although Pima Federal has remained committed to offering members market leading rates, minimal to no fees, and a rewarding checking account, they wanted to do something special to give back to their membership in a way they had never done before. The campaign resulted in making a significant and direct impact on members in a time when it was much appreciated. In addition to the six lucky winners, Pima Federal also provided \$50 gas cards to those who obtained a new auto loan with the credit union during the promotional period.

The Great AUTO LOAN GIVEBACK

**Grand Prize
WINNER**

Auto Loan Payoff
up to \$25,000



WINNERS

Auto Loan Payments
for 12 months



[Click to view Great Auto Loan Giveback results video](#)

ABOUT PIMA FEDERAL CREDIT UNION

Pima Federal Credit Union has been serving the Greater Tucson community since 1951 as a not-for-profit cooperative. The credit union now has eight branches within Pima and Apache counties and proudly serves over 65,000 members. As a credit union, earnings are returned to its membership through market-leading interest rates and lower service fees. Pima Federal is committed to providing the highest possible value by offering relevant products and services, the latest in technology features, and superior personal service. The credit union is dedicated to helping community members reach their dreams of homeownership, start their own business, and achieve their personal financial goals. To learn more, visit www.pimafederal.org. Federally Insured by NCUA.

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