

Taking a Stand Against Paper Waste and Mail Fraud

*Northwest Federal Credit Union members respond to contest;
switch to electronic account statements to save the environment and limit identity theft risk.*

Herndon, VA, August 29, 2007– Northwest Federal Credit Union (NWFCU) recently concluded a promotion designed to encourage its members to adopt electronic account statement delivery to help reduce paper waste and mail fraud. A 10-day “Digiframe-a-Day” contest generated considerable interest in the credit union’s alternative to paper, mailed account statements, with 325 members pitching paper in favor of electronic statements.

According to NWFCU’s marketing manager, Joan Stroud, the contest’s focus on ‘going green’ helped convince it’s environmentally-savvy members of the benefits of electronic statements, and the contest prize – a digital photo frame – tied in with the no-print-necessary appeal of sharing and displaying digital photographs without using papers and chemicals.

“Our members are very astute when it comes to recognizing the environmental impact of reducing paper waste,” says Stroud, adding “They also take their privacy very seriously, and understand that having complete, electronic control of their account statements lessens their risk of mail fraud and identity theft.”

NWFCU awarded \$1,000 worth of top-of-the-line digital photo frames to its 10 prize winners selected at random. Approximately 45% of the credit union’s members already use electronic statements instead of paper.

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Northwest Federal Credit Union Herndon, VA branch manager Liz Grasty (left), presents member Michael Hollinger with a digital photo frame valued at \$100. Hollinger was one of 10 members selected via random drawing during NWFCU’s “Digiframe-a-Day” contest, which resulted in 325 members pitching their paper account statements in favor of electronic delivery, saving paper and reducing the threat of mail fraud.

Northwest Federal Credit Union • www.nwfcu.org • 703-709-8900 • 1-800-336-3384 Toll-Free

Northwest Federal Credit Union is a full-service financial institution serving select government employees and 400+ companies throughout Northern Virginia. Established in 1947 and headquartered in Herndon, Virginia, NWFCU is dedicated to providing financial services and education to its members and the community. The Credit Union currently serves more than 89,000 members and has assets in excess of \$1.5 billion. For more information, visit www.nwfcu.org.