

FOR IMMEDIATE RELEASE



Del Norte Credit Union Gives Thanks By Surprising Employees, Members, and Firefighters

December 8, 2020

Contact: Diego Muñoz | dmunoz@dncu.org | 505-455-5117

Santa Fe, New Mexico, December 8, 2020 – Northern New Mexico financial mainstay, Del Norte Credit Union (DNCU) is giving back to their members and employees in a meaningful way this holiday season. The credit union purchased turkey vouchers for each of their 200 employees and their families and announced a pay-it-forward project to donate 300 turkeys to random members before the end of the year. The credit union also supports fellow essential workers by providing full turkey meals to four fire departments in northern New Mexico. In all, thirteen stations and ninety-eight firefighters from Santa Fe City, Los Alamos, Española and Ojo Sarco Fire Departments were included.

In past years, DNCU employees were given the opportunity to pay-it-forward at grocery stores during the holiday season, and pay for random families' groceries up to \$100 on behalf of the credit union. With the pandemic and case levels at record highs, DNCU maintained their top priority of keeping all employees safe by postponing the "Grocery Giveaway" project. Opting for a safer opportunity to improve lives, DNCU purchased 300 turkey vouchers valid at any Albertson's grocery store to surprise their members during the final days of the year.

"The best part about this pay-it-forward project is that our very own team members will be able to randomly select members that stop by the drive through or those that may have special transactions to complete at our branch network throughout northern New Mexico," says Deb Salazar, Chief Member Experience Officer at DNCU.

As a reflection of their appreciation of the hard work and dedication to providing ongoing essential financial services to the community, the credit union also purchased an additional 200 turkey vouchers for employees and family members. Since the onset of the pandemic in mid-March, DNCU, like many financial institutions, shifted towards service delivery at branch drive-throughs while also moving support teams to a remote work setting on a temporary to permanent basis.

"It is an understatement to say that this year has been challenging, but here at DNCU, our employees showed us that they are committed to our purpose—and have shown up to care for our members needs in the most extraordinary way," says Chuck Valenti, CEO/President of DNCU. "We are grateful to be able to provide this small gesture of kindness and thanks to our team and their families for their immense dedication this past year."

About Del Norte Credit Union

Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of Improving Lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. Today DNCU serves more than 57,000 members throughout New Mexico and the United States.

###