



**For Immediate Release**

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## **Aloha Pacific Federal Credit Union Opens New Maui Branch, Launches Aloha Rewards**

**Kahului** – Aloha Pacific Federal Credit Union (APFCU) held a special grand opening event today at its new branch in the Pu‘unene Shopping Center in Kahului, 70 Ho‘okele Street, Suite 1210. This branch replaces the temporary branch that opened at 137 Kalepa Place in February, and is conveniently located near Target and the Ulta Beauty store.

More than 200 Maui residents came out to the celebration, which featured giveaways and entertainment that included taiko drumming, live music and dance performances. Attendees also had the chance to win prizes and learn more about APFCU’s new offerings to Maui residents.

The branch will be open Monday through Friday from 9 a.m. to 5 p.m. and Saturdays from 9 a.m. to 1 p.m.

“We’re excited to be opening this permanent branch on Maui to offer folks new services and programs to enhance the way they can manage their finances,” said Vince Otsuka, APFCU president and CEO. “This day is also very special for me personally, as I have family here on the island.”

Some may be surprised to learn that APFCU has been serving Maui residents for more than 20 years through its partnership with Maui credit unions.

“When we were looking to enhance the credit union experience for our members two decades ago, APFCU was right by our side to ensure technology such as automated teller machines (ATMs), and most recently, interactive teller machines (ITMs), were available at our branch,” said Clayton Fuchigami, MFCU’s president and CEO. “That’s the spirit of the credit union in the sense that we don’t shy away from collaborating if the outcome can really help and benefit our members.” He added, “Hawaii credit unions like to say we are ‘a better value for a better way of life.’ We welcome Aloha Pacific Federal Credit Union to our community.”

(more)

As a not-for-profit financial cooperative, where members are actually owners of the credit union, Aloha Pacific Federal Credit Union differentiates itself from traditional banks by focusing more on creating and building lasting relationships with its members, and returning company profits to its members in the form of lower loan rates and higher dividends.

In celebration of its grand opening, APFCU is offering a suite of new checking accounts with rewarding features. Starting today, members can choose from:

- Aloha Advantage Rate checking: 2.75% APY (Annual Percentage Yield) on balances up to \$10,000
- Aloha Cash Back checking: 3% cash back on debit card purchases, or
- Aloha Points checking: 1 reward point for every \$2 signature-based debit card purchase, redeemable for gift cards, travel, and more

All three checking accounts are accompanied by other valuable benefits, including access to a network of 30,000 ATMs in Hawaii and across the mainland, and ATM surcharge rebates up to \$20 monthly if requirements are met.

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**About Aloha Pacific Federal Credit Union:**

Founded in 1936 by industrious City and County of Honolulu employees, Aloha Pacific FCU is the third largest credit union in Hawaii, with membership totaling more than 60,000 and assets over \$900 million.

Aloha Pacific FCU has 13 branches – seven on Oahu, one in Kahului, Maui, and one in Henderson, Las Vegas. There are also two Hawaii National Guard CU branches and one OTS Employees CU branch on Oahu. Kekaha CU has one branch on Kauai.

Membership is open to employees of more than 2,300 Select Employee Groups (SEGs) and their immediate families. All Maui County employees and members of the Hawaii Government Employees Association (HGEA) are automatically eligible to join Aloha Pacific. All residents of Kauai are also eligible to join. For additional information, please visit [alohapacific.com](http://alohapacific.com).

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