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Pictured are the exclusive debit cards for Orange County Public Schools, The Foundation for Seminole County Public Schools, and the School District of Osceola County

Back to School Brings Enthusiastic Support for CFE's Affinity Debit Card Program

(Lake Mary, FL) – Local school districts have jumped on board in support of CFE Federal Credit Union's affinity debit card program that aims to generate thousands of dollars annually for schools in Orange, Seminole and Osceola counties. The district superintendents came together and enthusiastically endorsed the program called MyCFE4Schools.

Ron Blocker, Superintendent of Orange County Public Schools said, "I asked the community to come up with creative solutions to help out the schools, and CFE Federal Credit Union did just that." (See video <http://www.vimeo.com/6286501>.)



In less than a month into the program, CFE is pleased to announce that it issued more than 2,100 MyCFE4Schools debit cards. Now that schools are back in session, word of mouth is expected to generate many thousands more.

School personnel are especially excited about the fundraiser that starts September 7 through September 30, where individual schools can

also earn a \$5 donation for every referral resulting in a new MyCFE4Schools debit card. This offer is limited to the first 2,500 people, or \$12,500 maximum donation.

The more people using the MyCFE4Schools debit card, the more cash that will be raised to help financially strapped public schools systems. Every time cardholders use their custom debit card for a signature-based transaction, 5 cents will be donated to the school district or foundation of their choice.

"Five cents may not seem like a lot of money," says Joseph A. Melbourne, Jr., President and CEO of CFE, "however, CFE sees an average of 150 signature debit purchases annually per cardholder. If we have 20,000 members using the card, the annual donation for schools would be \$150,000."

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CFE is paying one hundred percent of the donation. There is no cost to the school district or to the cardholder. According to Melbourne, the key to success for this program is getting the word out, and members using the card.

CFE Federal Credit Union was founded in 1937 and currently serves 118,000 members. As of July 31, 2009, CFE had total assets of over \$1.174 billion and deposits of over \$967 million. Membership eligibility includes anyone who lives, works, attends school, volunteers, or worships in the Orange, Osceola, Lake or Seminole Counties of Florida. Businesses and other legal entities may join as well. The credit union serves its members at 16 full service branches, 40 ATM locations and through 24-hour Internet access.

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