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Allegacy Federal Credit Union Announces Extended Hours and Incentives For Bank Transfer Day

Winston-Salem, N.C., October 26, 2011 – In preparation for Bank Transfer Day scheduled for November 5, 2011, Allegacy Federal Credit Union, one of the largest credit unions in North Carolina, has announced extended hours and special promotions for customers wanting to switch their accounts or open new ones.

November 5 has been dubbed Bank Transfer day after a massive public uprising across the United States against the \$5 debit card fee recently imposed by Bank of America. Bank Transfer Day, a viral movement started by a 27-year-old in California, encourages bank customers to reinvest in local communities through the transfer of funds from “big banks” to credit unions.

“Consumers are frustrated with fees and price increases that corporations continue to charge customers,” said Cathy Pace, Allegacy, president credit union division. “At Allegacy we understand and offer a great alternative. Since Allegacy is a not-for-profit organization, we exist to meet the financial needs of our members and it’s never been more important to have someone looking out for you and your finances.”

Membership is open to anyone and Allegacy has taken steps to make the transfer easy. Specially designed “switch” kits are available at UnlikeYourBank.com and AllegacyFCU.org and designated “switch customer service agents” will be on duty during the extra hours to assist with memberships. Specific appointment times will be accepted online and consumers also have the ability to open or switch their accounts entirely online at AllegacyFCU.org.

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Allegacy will have extended hours till 7 p.m. beginning next Tuesday, November 1 – 3 at all locations and four additional locations will be open on Saturday, November 5, to assist individuals who can't take off work during the week.

On Saturday, November 5, the following locations will hold Switch Events from 9 a.m. – 1 p.m.

- North Patterson, 4680 North Patterson Avenue, Winston-Salem
- Clemmons, 6320 Allegacy Way, Clemmons
- Kernersville, 212 East Mountain Street, Kernersville
- Westbrook, 1691 Westbrook Plaza Drive, Winston-Salem

The Hanes Mall location, 700 Highland Oaks Drive, Winston-Salem and Parkway Plaza location, 1374 Silas Creek Parkway, Winston-Salem will resume normal Saturday drive-thru hours. New members will receive an Unlike Your Bank t-shirt and other promotional items while supplies last.

“Allegacy is growing and lending to consumers and businesses,” said Rick Leander, senior vice president, chief strategy officer. “Our profits are returned to our members in the form of lower interest rates on loans, low or no fees for services, and higher dividends on checking and savings accounts.” Allegacy’s recent “Unlike Your Bank” ad campaign touts its new or used car loan rates as low as 2.99%, the ability to borrow up to 100% of your available home equity, free SmartRate checking that pays dividends and ATM refunds plus a free Check Card.

“Of course, it’s more than just about the money when you join Allegacy,” said Pace. “It’s about realizing the vision for your life and putting you in control of your financial future, by helping you make smart financial choices regarding saving, spending, borrowing and investing.”

About Allegacy

Allegacy is one of the largest credit unions in North Carolina, with members throughout the world. Founded in 1967 in Winston-Salem, Allegacy has a broad membership base open to anyone in our community. Current members also include the employees, retirees and families of more than 550 companies throughout the country. Allegacy offers virtually all personal and business financial services. Allegacy Financial Centers are concentrated in the Triad area with 14 convenient locations and six high school student-run credit unions in the Winston-Salem/Forsyth County School system. For more information, visit AllegacyFCU.org.

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