



For Immediate Release

Contact: Heather Summers, Senior VP Marketing
Phone: 562.598.9007, ext. 5115
Email: hsummers@lbsfcu.org

LBS Financial Credit Union Employees Clean Up Long Beach

Long Beach, CA – March 15, 2011—Fifty LBS Financial Credit Union employees, friends and family volunteered their time on Saturday, March 5th to clean up a portion of the Long Beach coastline.

LBS Financial participates in the City's Adopt-a-Beach program and has adopted the beach between 14th Place and 19th Place off of Ocean Boulevard, accessible from the Junipero parking lot. The Credit Union is committed to cleaning up the beach a minimum of four times per year and initiated the first beach clean up on March 5th.

“We were very pleased with the number of employees that volunteered their time,” said LBS Financial President and CEO Jeffrey A. Napper. “Our team collected over 34 bags of trash during the two hour period. It was a rewarding project for all of us and we look forward to helping keep our neighborhood clean.”

Volunteers focused their efforts on cleaning up the sand, parking lot and cliff side. For more information on the Adopt-a-Beach program, contact Brooke Davis with the City of Long Beach, Department of Parks, Recreations and Marine at 562.570.4876.

About LBS Financial Credit Union

LBS Financial, founded in 1935 as the Long Beach School District Employees Federal Credit Union, is a member-owned cooperative providing savings, checking, Visa[®], money markets, certificates, IRA, insurance and investment services. LBS Financial also offers personal, vehicle, boat and home loans. Their field of membership encompasses fifty cities surrounding the greater Long Beach area, as well as Riverside, San Bernardino, Orange and San Diego Counties. They currently service over 115,000 members with six branch office locations, convenient electronic access (ATMs, online banking) and are part of the CU Service Center network. LBS Financial Credit Union has approximately \$1 billion in total assets.