



For Immediate Release

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

LBS Financial Credit Union Employees Donate Hundreds of Toys to Local Children

Long Beach, CA –December 29, 2010 -- LBS Financial Credit Union employees donated hundreds of toys and books to the children of Long Beach Day Nursery on December 15, 2010 at The Grand in Long Beach during their annual holiday breakfast.

Every year, LBS Financial hosts an employee holiday breakfast at an offsite location. The employee holiday breakfast committee selected Long Beach Day Nursery for this year's employee gift donation hoping to make a positive difference in the lives of these children during the holidays. In previous years, LBS Financial employees donated toys to the United States Marines' Toys for Tots Foundation, Miller Children's Hospital and Comprehensive Child Development in the Greater Long Beach area.

LBS Financial has more than 230 employees, and almost everyone in attendance brought one or more gifts for the children of the two Long Beach Day Nursery locations.

"Long Beach Day Nursery is an important organization in the Long Beach community," said Jeffrey Napper, president and CEO of LBS Financial Credit Union. "In the spirit of the holidays, it's truly a highlight of our annual breakfast for employees to show their generosity and make personal donations to benefit the local community."

"We were delighted and honored to have been selected by LBS Financial to receive this year's employee holiday donation," said Patrice Wong, executive director of Long Beach Day Nursery, "However, we were not prepared for the overwhelming generosity shown by everyone. Thanks to LBS Financial, every Long Beach Day Nursery child in need was given a book or a toy to take home, and our classrooms were replenished as well."

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.

About Long Beach Day Nursery

Founded in 1912, Long Beach Day Nursery was one of the first licensed child care programs in California. Long Beach Day Nursery meets the high standards of accreditation by the National Association for the Education of Young Children, and is the oldest continuously licensed private social welfare agency in the state.

Photo Caption: Employees from LBS Financial Credit Union's holiday breakfast committee with Santa Claus (from right to left of Santa), Amy Bigelow, Director of Programs for Long Beach Day Nursery and Jeff Napper, LBS Financial's President and CEO.