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FREEDOM CREDIT UNION OPENS NEW STATE-OF-THE-ART 'ACCESS CENTERS' IN LOCAL AREATO CREATE A MODERN MEMBER EXPERIENCE

WARMINSTER, Pa. — As part of a progressive initiative to grow its Membership services and technology adoption, Freedom Credit Union recently opened 3 brand new Access Center locations in the Fairmount, Morrell Plaza and Warminster communities. The Access Centers feature advanced banking technology such as Interactive Teller Machines (ITMs), which process up to 95% of typical teller transactions—like deposits, withdrawals, transfers, and payments, but also have support staff to universally assist Members throughout any of their needs.

"As the Credit Union and its services become more digital, we realize Members are relying significantly on technology to accomplish their banking needs. Through making our physical locations leaner and more technology efficient, we optimize our staffing resources," says John F. King, President and CEO of Freedom Credit Union.

Initially, the concept for the Access Centers was envisioned as a way of staying ahead of the modern banking curve. "Moving into the future, it makes more sense to re-invent the current branch model rather than close physical locations altogether," states King. The design of the new Centers feature a variety of ways for Members to also learn about new banking technologies in person, including a media lounge at each location. The Warminster location also includes Electric Vehicle charging stations.



The new Access Centers are located in the following areas:

- Fairmount located at 2333 Fairmount Ave, Philadelphia, PA 19130
- Morrell Plaza located at 9910 Frankford Ave, Philadelphia, PA 19114
- Warminster located at 35 W Street Road, Warminster, PA 18974

At this time Freedom Credit Union plans to open additional Access Centers as Member demand requires.

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Photo: New Warminster Access Center at 35 W Street Rd, Warminster, PA 18974

About Freedom Credit Union:

<u>Community-based Freedom Credit Union in Philadelphia</u>, chartered in 1934, is a full-service financial institution that offers a banking alternative to consumers. Anyone who lives, works,



worships, performs volunteer service, or attends school in Bucks, Chester, Delaware, Montgomery, or Philadelphia Counties is eligible for membership. Freedom Credit Union has over \$1.1 Billion in assets and in excess of 70,000 Members, operating <u>branch offices</u> in Abington, Lansdale, Philadelphia and Warminster locations of Pennsylvania.