



For Immediate Release

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LBS Financial Credit Union Employees Clean Up Long Beach

Long Beach, CA – September 28, 2011—Forty LBS Financial Credit Union employees, friends and family volunteered their time on Saturday, September 17, 2011 to clean up a portion of the Long Beach coastline in conjunction with the California Coastal Clean-Up Day.

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. As part of the Adopt-a-Beach program, LBS Financial's beach clean-up team participated in the State-wide California Coastal Clean-Up Day on September 17th.

There were four main locations in Long Beach selected as designated clean-up areas by the City of Long Beach for the Coastal Clean-Up. A total of 1,250 total volunteers participated in the Long Beach clean-up, picking up over 4,000 pounds of trash. The LBS Financial team supported the event at the Belmont Pool and helped clean-up the beach between 9:00 a.m. and 12:00 p.m.

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 110,000 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.



LBS Financial Credit Union's Beach Clean-Up Team



Participants from LBS Financial's Beach Clean-Up Team with Long Beach Mayor Bob Foster