



**For Immediate Release:**

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## **DFCU FINANCIAL NAMED BUSINESS OF THE YEAR BY DEARBORN AREA CHAMBER OF COMMERCE**

**DEARBORN, Mich., March 19, 2015** — DFCU Financial received the title of Business of the Year by the Dearborn Area Chamber of Commerce.

“This award would not be possible without our hardworking employees and their dedication to being a true community partner to our members,” said Mark Shobe, president and CEO, DFCU Financial. “This honorable achievement echoes DFCU Financial’s commitment to continuously providing personal products and expert services that position our valued members to achieve their financial milestones through every step of life.”

Shobe said DFCU Financial has shown its momentum this year by expanding its service capabilities with an all-new DFCU OnLine, a revamped banking platform with a more intuitive design and greater security for users. In addition, the financial institution received a national title of Best and Brightest Company to Work For™ by the National Association of Business Resources.

“DFCU Financial is a historic success story for Dearborn and now all of Michigan,” said Jackie Lovejoy, president, Dearborn Area Chamber of Commerce. “An area anchor that has been continually committed to giving back to the community, DFCU Financial especially supports our educational institutions and community endeavors. This sets them apart from other nominees in the category this year.”

Earlier this year, DFCU Financial donated \$10,000 to the Dearborn Public Schools Education Foundation to support student achievement within the 32 schools in the Dearborn Public School district. The organization has gifted more than \$510,000 to schools in communities surrounding its branch locations since 2004.

The Chamber Choice committee chose the winners, which were recognized at the Chamber Choice Awards & Expo on March 13 at The Henry, Autograph Collection in Dearborn. Other local organizations received awards, including Moo Cluck Moo, a local restaurant with locations in Dearborn Heights and Canton, which was awarded Small Business of the Year. Stan Jensen, president of Henry Ford College, was named Business Leader of the Year.

(more)

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## About DFCU Financial

*DFCU Financial issues to its clients the largest CASH BACK reward of all financial institutions in Michigan with more than \$181 million issued since 2006. A strong community partner, DFCU Financial continually reinvests in its membership with new branches and financial literacy education for all ages. DFCU Financial currently operates 24 full-service branches in Detroit, Ann Arbor, Grand Rapids and Lansing. For more information, call 888.336.2700 or visit [dfcufinancial.com](http://dfcufinancial.com).*

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