



WPCCU NEWS

FOR IMMEDIATE RELEASE

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WPCCU VICE PRESIDENT NAMED TO THE CREDIT UNIONS FOR KIDS ADVISORY BOARD AT CHILDRENS HOSPITAL LOS ANGELES

LOS ANGELES (April 7, 2009) – Celeste Zibelli, vice president of marketing and financial services for Water and Power Community Credit Union (WPCCU), has been named to the Credit Unions for Kids Advisory Board for Childrens Hospital Los Angeles.

Credit Unions for Kids is a collaboration of credit unions, leagues, chapters and business partners formed to benefit the Children’s Miracle Network (CMN) – a nonprofit organization dedicated to saving and improving the lives of children by raising funds for more than 170 children’s hospitals across the United States and Canada. CMN hospitals treat more than 17 million children a year with cancer, pediatric AIDS, muscular dystrophy, heart disease, leukemia, sickle cell anemia, asthma and accident trauma.

“In the spirit of our credit union philosophy of ‘people helping people,’ WPCCU joins with other credit unions in their support of the nonprofit Children’s Miracle Network and the Credit Union for Kids program,” said Zibelli. “I am honored to join the advisory board supporting Childrens Hospital Los Angeles, and look forward to helping the organization achieve its long-term goals for the hospital and the many families it serves.”

Zibelli, whose term began in March, will serve on the advisory board for two years. She has worked at WPCCU for more than 14 years and in the financial services industry for more than 20 years. She also has served for the last two years as CFO for the Inglewood Airport Area Chamber of Commerce. As part of the Credit Unions for Kids advisory board, her responsibilities include:

- Developing strategy that will grow the program’s fund raising and awareness in Los Angeles
- Recruiting support concerning issues impacting the program
- Helping to develop a strategy to strengthen Childrens Hospital Los Angeles’ relationship with the credit union community by identifying key credit union issues, (i.e. advocacy, governmental relations, etc.), which can be positively impacted by Children’s Miracle Network and Childrens Hospital Los Angeles.

(Continued)

During April, WPCCU is holding a Credit Unions for Kids fundraiser to benefit Childrens Hospital Los Angeles. Donations are accepted at any WPCCU branch or online at www.wpcu.org. For branch locations visit wpcu.org, or call 800-300-9728.

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About Water and Power Community Credit Union

Founded in 1936, Water and Power Community Credit Union is a full-service financial cooperative celebrating 72 years of service. The credit union has more than 54,000 members, and holds more than \$467 million in assets. Under its California State Charter, WPCCU members come from the employee and retiree associations of the Los Angeles Department of Water and Power, more than 60 other sponsor organizations, and people who live, work, attend college, or worship in the greater Los Angeles area. For more information, visit www.wpcu.org. This credit union is federally insured by the National Credit Union Administration.

About the Children's Miracle Network and Credit Unions for Kids

Credit unions have sponsored Children's Miracle Network since 1996, when the Credit Union for Kids program was developed. Today, credit unions across the United States collaborate with credit union chapters, leagues and business partners to raise much-needed funds to benefit 179 Children's Miracle Network hospitals. Fund raising campaigns range from golf tournaments and loan promotions to special credit and debit cards that offer a donation of a percentage of purchases to local children's hospitals. Since 1996, the Credit Unions for Kids program has generated over \$50 million for Children's Miracle Network hospitals. The funds raised help support new facilities, equipment, research programs, patient services, special patient needs and health education programs benefiting 17 million children annually. For more information about the Children's Miracle Network and the Credit Unions for Kids program at Childrens Hospital Los Angeles, contact Louise Skosey, Senior Associate Director at 323-361-5971 or by email at Lskosey@chla.usc.edu.