



**For Immediate Release**

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## **Southern Growth Policies Board Names Latino Community Credit Union 2010 Innovator Award Winner from North Carolina**

**RESEARCH TRIANGLE PARK, NC** – Southern Growth Policies Board is pleased to announce the **Latino Community Credit Union** as the recipient of its *2010 Innovator Award from North Carolina*. Founded in 2000 to improve the financial condition of the Hispanic/Latino Community, **LCCU** has become a national model for credit unions and community development financial institutions seeking to serve unbanked, immigrant communities.

**LCCU** serves members of the Latino Community Development Center, a statewide non-profit organization that promotes financial literacy, access to financial services, and economic development for the low income immigrant Latino/Hispanic population in North Carolina. **LCCU** now serves over 50,000 members in eight branches across the state. The majority of **LCCU**'s members are low-income and had not ever had an account with a financial institution when they first joined the credit union. By September 2009, credit union members had accumulated over \$63 million in total savings.

Education is a fundamental part of **LCCU**'s mission. Everyone in the community, members and non-members, has access to **LCCU**'s free workshops offered in each branch every week on topics such as how save and create a budget. More than 10,000 participants have attended these workshops since 2000 and 450 have graduated from the full series of six workshops since 2006. **LCCU** also offers one-on-one member counseling, educational videos in branches, and free credit counseling over the telephone.

By focusing on providing bilingual, bicultural, affordable financial services to its members, **LCCU** has become the fourth largest community development credit union in membership throughout the United States.

Innovator Awards are presented annually to one organization in each of Southern Growth's 13 member states in recognition of initiatives that are improving economic opportunities and quality of life in the region. The *2010 Innovator Awards* were chosen from creative initiatives in the region that aim to help communities recover from the recession. One award winner per week will be announced in Southern Growth's e-newsletter, Southern Compass, leading up to an official recognition of all awardees at [Southern Growth's Chairman's Conference, June 7-8, 2010 in Lexington, Kentucky](#). For more information on Southern Growth's Innovator Awards program or Chairman's Conference, contact Ted Abernathy, Executive Director, Southern Growth Policies Board, at (919) 941-5145 or [tabernathy@southern.org](mailto:tabernathy@southern.org).

### **About Southern Growth Policies Board**

Southern Growth Policies Board is a regional public policy think tank based in Research Triangle Park, North Carolina. Formed by the region's governors in 1971, Southern Growth Policies Board develops and advances visionary economic development policies by providing a forum for collaboration among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic and community development sectors. Southern Growth provides its members, and the region, with authoritative research, discussion forums and pilot projects in the areas of technology and innovation, globalization, workforce development, community development, civic engagement and leadership. To learn more about Southern Growth Policies Board, visit [www.southern.org](http://www.southern.org).