



Media Release

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North Bay Credit Union recognized nationally for exceptional financial value

SANTA ROSA – North Bay Credit Union has been named a “Benefits of Membership Award” winner for providing the highest financial benefit to members — one of only three credit unions nationwide in its asset category to be awarded this honor.

The Credit Union National Association award criteria includes an analysis of which credit unions are providing lower loan rates, higher deposit yields and lower/fewer fees compared to banks.

“This award affirms what we know to be true based on member feedback,” said North Bay CU CEO Chris Call. “We survey new members and they tell us one of the reasons they choose North Bay CU is that we give them more for their money.”

Call added “We have staked our reputation on being the Progressive Banking Alternative for the North Bay. This means we focus on giving members real value that lets them earn more and thrive. This sets us apart from banks who make every decision through a profit lens.”

North Bay CU, recently named as the Preferred Banking Partner for the California Cannabis Industry Association, has \$90 million in assets and offers a full range of loans, including mortgages, vehicle loans, home equity loans, agricultural loans and private student loans. The credit union is federally insured by the NCUA and serves everyone who lives, works or worships in Sonoma, Marin, Napa and Solano counties.

Learn more about North Bay CU at www.NorthBayCU.com.