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Launch FCU Opens New Branch in West Melbourne

Melbourne, Florida (October 11, 2019)

Launch Federal Credit Union is proud to announce the opening of its new branch in West Melbourne. The new branch is located in the Hammock Landing Shopping Plaza at 4301 Norfolk Parkway in West Melbourne.

“Launch is continuing its expansion in South Brevard in order to serve our members, which led us to choosing the Hammock Landing Shopping Plaza for our new Launch FCU branch,” says Joe Mirachi, President/CEO. “This is a great location not just because it is a growing community, but that we already have many members who live in the Melbourne and Palm Bay areas.”

The grand opening celebration and ribbon-cutting is Friday, November 1 at Noon. The first 100 people to arrive will receive a free gift bag. There will be food, beverages, drawings and more. Everyone who opens an account in October and November will receive a free gift. Special pre-grand opening events include Community Day on October 18th and Bikes & Bites Day on October 25th with special drawings both days.

“More and more people are choosing to join credit unions,” says Mirachi. “We’ve experienced six consecutive years of record membership growth, and this year is no exception. People are looking for value everywhere. We have no minimum balance and no monthly service fee on our Classic checking account, which our members find to be a great value. At Launch, you can open your account with only \$5, and our loan rates are very competitive. Our staff offers personal, one-on-one service, which our members really enjoy, and they refer many new members to us. Approximately 65% of our new members come from family or friend referrals.”

The new West Melbourne branch features a drive-up ATM, multiple drive-through lanes, safe deposit boxes, and a full-service lobby. The lobby is open Monday – Wednesday from 9:00 am to 5:00 pm, and Thursday and Friday until 6:00 pm. The drive-through is open each weekday at 8:30 am.

Established in 1963, Launch Federal Credit Union is a full service, community credit union, rated 5-Stars on Bauerfinancial.com. This marks its 15th branch. Launch serves Brevard and Volusia counties and has more than 64,000 members. Asset size is \$781 million with 258 full time employees. Membership is open to all who live, work, worship or attend school in Brevard or Volusia. For more information about Launch Federal Credit Union, please visit Launchfcu.com or call (321) 455-9400.

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