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FOR IMMEDIATE RELEASE**

**Media Contact:**  
Marci Claude, PR Director  
[mclaude@designsensory.com](mailto:mclaude@designsensory.com)  
(865) 310-5685

**KNOXVILLE TVA EMPLOYEES CREDIT UNION TO CELEBRATE GRAND OPENING  
OF NORTHSHORE LOCATION**

**KNOXVILLE, Tenn.,** — Knoxville TVA Employees Credit Union is hosting a grand opening celebration for the new Northshore Branch on Friday, February 10. In the Credit Union's 89 years of serving East Tennessee communities, this milestone marks the opening of the 25th location to serve Credit Union members.

The Knox County Mayor, city and county officials, the Knoxville Chamber of Commerce, and local businesses, will be present for a ribbon-cutting ceremony at 11 a.m. The grand opening, to be held at 1974 Town Center Blvd., will feature refreshments and a drawing for prizes throughout the day. Everyone is invited to attend.

"We are grateful for the support of our members in reaching this historic milestone," says president and CEO Glenn Siler. "At Knoxville TVA Employees Credit Union, our philosophy is people helping people. Opening the Northshore branch will allow us to become part of this neighborhood and give back to the local schools, events and organizations."

Knoxville TVA Employees Credit Union has a long history of helping members live better lives and grow financially. Today, more than 260,000 members entrust the Credit Union with their finances. The Credit Union recently achieved the Callahan & Associates ranking as one of the Top 15 Credit Unions for Member Service Nationwide for providing outstanding value to its members.

"We serve communities in eight East Tennessee counties and Johnson City," says Lynn Summers, Executive Vice President. "When members turn to us for their finances, the money they deposit stays here in East Tennessee and helps other people. We are proud to not only support our members, but also the thriving communities where they live and work."

The Northshore Branch is conveniently located at 1974 Town Center Blvd. in Northshore Town Center at the intersection of I-140 and Northshore Rd. Credit Union hours are Monday to Friday, 10 a.m. – 8 p.m. For more information on membership benefits at Knoxville TVA Employees Credit Union, visit [tvacreditunion.com](http://tvacreditunion.com).

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**About Knoxville TVA Employees Credit Union**

Knoxville TVA Employees Credit Union is a not-for-profit, member-owned, and locally operated financial institution that serves the community's financial needs. Membership is available to anyone who lives or works in the following counties: Blount, Hamblen, Jefferson, Knox, Loudon, Roane, Sevier, Sullivan, and Johnson City. The Credit Union helps members grow financially by offering a variety of accounts, including checking, savings, and retirement accounts. In 2023, Knoxville TVA Employees Credit Union will celebrate 89 years of serving East Tennessee.