



SOUTH CAROLINA
FEDERAL
CREDIT UNION

PRESS RELEASE
For immediate release

**Credit Union Hosts Holiday Shoe Drive
for Second Year**

*South Carolina Federal Credit Union expects outstanding shoe donations
after 2006 effort collected over 26,000 pairs*

(N. Charleston, S.C.) -- November 1, 2007 - South Carolina Federal Credit Union, one of the 100 largest credit unions in the nation, for the second holiday season will host a shoe drive to benefit thousands of South Carolina residents.

From November 1 through December 14, South Carolina Federal encourages its members, employees and the public to donate "gently used" shoes at its branches so they can be cleaned and distributed to disadvantaged people throughout the state.

In addition, for every two pairs of shoes collected during the Shoe Drive, South Carolina Federal will purchase one new pair of shoes for disadvantaged children, up to 5,000 pairs.

"South Carolina Federal and the communities we serve realize that simple things like a new pair of shoes can make a huge difference in a person's life," said Scott Woods, president and CEO of South Carolina Federal. "Last year, thousands took the Shoe Drive's purpose to heart, and we're confident that this year's Shoe Drive will surpass expectations and once again address a real community need."

All 23 South Carolina Federal branches, as well as its headquarters, will participate in the Shoe Drive. Each branch will serve as a drop-off site with specially marked collection bins to gather donated shoes.

South Carolina Federal has partnered with branches of the Salvation Army in each of its communities to implement this program.

South Carolina Federal last year devised the shoe drive to address an often overlooked need among the youngest citizens of the state, many of whom are severely impacted by low income levels. South Carolina has a higher percentage of residents below the poverty line than the

national average. The campaign also is an active expression of South Carolina Federal's theme: keeping people 'one step ahead' of life's many challenges.

South Carolina Federal's Holiday Shoe Drive last year collected over 26,000 pairs of "gently used" shoes and provided 6,500 new pairs for children. The Shoe Drive is supported by TV, radio and public relations, and the efforts of more than 500 employees and 150,000 members.

About South Carolina Federal

South Carolina Federal Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 148,000 members own and belong to the not-for-profit financial cooperative, which has over \$1 billion in assets. South Carolina Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, and most of the Columbia area, is eligible to join. South Carolina Federal has 23 branches and more than 70 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2007, South Carolina Federal was voted one of the Best Places to Work in the state. More information about South Carolina Federal can be found at scfederal.org.

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