

**For more information,
please contact:**
Kelly Haskins, VP Marketing
Launch Credit Union
300 S. Plumosa St.
Merritt Island, FL 32952
321-455-9400 x1204 (office)
321-794-6485 (Mobile)
khaskins@launchcu.com



For Immediate Release

Launch CU Opens New Branch in Melbourne

Melbourne, Florida (August 13, 2020)

While many retailers are closing their doors, Launch Credit Union is positioning itself for further growth in Brevard, opening its 16th branch, located at 685 S. Babcock Street in Melbourne near the Melbourne International Airport.

“Growth is important for Launch because every year there is compression on our margins, and expenses go up. So growth is a key underlier of our long-term competitiveness,” says Joe Mirachi, President/CEO. “This new branch fills a gap in our coverage in South Brevard, and we are excited to welcome new members in this area to Launch.”

The 6,000 square foot branch, formerly Well Fargo, will serve members financial needs with a drive thru ATM, plenty of lobby office space, plus extra room for employee training. Due to COVID-19, the lobby is open by appointment. To open an account in the lobby, go to launchcu.com to book an appointment online, or call 321-455-9400.

“More and more people are choosing to join credit unions,” says Kelly Haskins, VP of Marketing for Launch. “With the pandemic, we know these are challenging times for our members and potential members. People are looking for ways to save money. Many people have come to Launch to refinance their home loans, now that rates have continued to drop. 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, plus we offer easy to use digital services to make banking easy wherever you are.” A ribbon-cutting celebration is planned for Friday, September 18th.

Everyone who opens an account in the months of August and September at the new Melbourne Babcock location receives a free gift bag plus a \$25 restaurant gift card. In addition, Launch will deposit the first \$5 into your new account if you bring in a non-perishable food item for the [2nd Harvest Food Bank](#).

Established in 1963, Launch Credit Union is a full service credit union, rated 5-Stars on Bauerfinancial.com and 4th Best-In-State Credit Unions by Forbes and Statista in 2020. Launch has sixteen branches throughout Brevard and Volusia counties serving more than 69,000 members. Asset size is \$884 million, and Launch has 260 full time employees. Membership is open to all who live, work, worship or attend school in Brevard, Volusia, Flagler, Seminole, Orange or Osceola. For more information about Launch Credit Union, please visit Launchcu.com or call (321) 455-9400.

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