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Press Release

FOR IMMEDIATE RELEASE

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BEACH MUNICIPAL FEDERAL CREDIT UNION ANNOUNCES NEW VICE PRESIDENT

VIRGINIA BEACH, VA, MARCH 1, 2023: Beach Municipal FCU, a credit union serving municipal employees in Virginia Beach, today announced the appointment of industry veteran Amy Mallinson to lead the company's marketing, community engagement and communication functions. After Diana Counts, the longtime marketing leader of Beach Municipal FCU, announced her move to Vice President of Branch Operations, the financial organization didn't have to look far to find a new addition.

Joining Beach Municipal in February 2023, Amy brings a wealth of credit union and banking experience with her. She is committed to the credit union philosophy of "People Helping People" and understands the importance our credit union plays to the Virginia Beach educational community.

"Amy Mallinson has been a very strong leader, demonstrated by her history of championing financial literacy," said Geri Metzger, CEO of Beach Municipal FCU. "The foundation she has laid in Virginia Beach will ensure Beach Municipal FCU remains a vibrant player in the industry and a successful community partner for years to come. "

In addition to a degree in Communications from Canisius College, Amy is certified in Digital Marketing. She has received numerous personal and professional accolades, and she continues to serve her community as a volunteer and leader in professional organizations.

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