

**SAN DIEGO COUNTY CREDIT UNION IS PRESENTING SPONSOR
OF AMERICA'S LARGEST BALLOON PARADE**

San Diego County Credit Union (SDCCU), San Diego's largest locally-owned financial institution, is returning as the presenting sponsor of the 21st annual Port of San Diego Big Bay Balloon Parade. SDCCU has supported this event for the past nine years.

Known as America's largest balloon parade, the parade is set to kick off at 10 a.m. on Wednesday, Dec. 28 in Downtown San Diego, near the County Administration Building on North Harbor Drive. The parade traditionally attracts more than 100,000 people who view more than 20 giant character balloon entries – more than any other parade in the country, including Macy's Thanksgiving Day Parade in New York City – including SDCCU's 30-foot high sailboat inflatable. Approximately ten marching bands will join the balloons along Harbor Drive's scenic bay-front route. In honor of this year's celebration of the 100th anniversary of naval aviation, Vice Admiral Edward Martin, U.S. Navy (retired) will serve as the parade's grand marshal.

"We are proud to support this tremendously popular event that is enjoyed by the San Diego community at large," said Teresa Halleck, San Diego County Credit Union President & CEO. "The parade entertains people around the nation with all the beauty San Diego has to offer."

The parade will be televised locally on Channel 4 San Diego and broadcast nationally on the USA Network at 8 a.m. on Friday, Dec. 30. Street-side viewing is free, though reserved grandstand seats are available. For ticket information, visit www.BridgepointEducationHolidayBowl.com.

San Diego County Credit Union is a full-service financial institution. Anyone who lives or works in San Diego, Riverside and Orange counties is welcome to open an account. SDCCU offers free checking accounts with eStatements, direct deposit, Visa credit and free debit cards, certificate and money market accounts, auto and home loans, an array of eServices and much more. San Diego County Credit Union serves a diverse customer base of 224,000, has assets of \$5.4 billion and 28 convenient branch locations. Visit www.sdccu.com for more information. SDCCU is federally insured by NCUA and is an equal housing lender.

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