



FOR IMMEDIATE RELEASE

Media Contact:

Lisa Brock
Brock Communications
Cell: 813-363-1948
Email: lisabrock@brockcomm.com

Suncoast Credit Union Celebrates Opening of 20th Student Run Branch at Immokalee High School

IMMOKALEE, FLA. (February 29, 2024) — Suncoast Credit Union, the largest credit union in Florida, announces the grand opening of its 20th student run branch at Immokalee High School. This is Suncoast's first student run branch in Collier County with the goal of teaching children money management and savings skills particularly in communities that are often unbanked.

Immokalee High School welcomed the new student-run branch on February 28, with a ribbon cutting with school and county officials, students, and Suncoast team members. On its first day of operation, over one dozen student transactions were made, reflecting the enthusiasm and engagement of the students in learning about financial literacy.

"There is almost nothing that compares to an understanding of money and how it can work for you. Young people who understand money are in a position to gain more from life and to avoid some of the pitfalls that create personal and social issues," said Kevin Johnson, President & CEO, Suncoast Credit Union.

The student-run branches are a unique initiative by Suncoast Credit Union, designed to provide hands-on financial experience for students while instilling important money management skills. Through these mini-branches at elementary, middle and high schools across Florida, students accept applications and deposits from students and staff members, while gaining practical knowledge about money management and learning skills that elevate their resumes and give them a competitive edge when applying for jobs and college.

Suncoast Credit Union plans to continue expanding its student run branch program, with six additional in-school locations scheduled to open this year.

About Suncoast Credit Union

Suncoast Credit Union is the largest credit union in the state of Florida, the 8th largest in the United States based on membership, and the 11th largest in the United States based on its \$17.5 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 78 full-service branches and serves more than one million members across Florida. As a community credit union, anyone who lives, works, attends school, or worships in Suncoast Credit Union's service area is eligible for membership. In 2021, Suncoast Credit Union's field of membership was expanded to include public K-12 teachers, college educators, and educational support staff from all of Florida's 67 counties. Suncoast is passionate about community support. Since its founding in 1990, the Suncoast Credit Union Foundation has raised and donated more than \$40 million to organizations and initiatives that support the health, education, and emotional well-being of children in the communities that the credit union serves. For more information, visit suncoastcreditunion.com or follow us on social media: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).

###