



## **For Immediate Release**

# **Mission Fed Credit Union Names Courtney Pendleton As Public Relations and Community Manager**

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**SAN DIEGO, June 15, 2021** – Mission Fed Credit Union, the largest member-owned, not-for-profit, full-service financial institution exclusively serving San Diego County, has named Courtney Pendleton as Public Relations and Community Manager. This strategic hire emphasizes the credit union’s commitment to continuously serving the greater San Diego community, supporting financial wellness and financial inclusion.

Pendleton’s responsibilities include overseeing the organization’s PR strategy, managing press and community-related content, building relationships with new and existing nonprofits and local businesses, serving as part of the organization’s team of media spokespeople, and building thought leadership programming. In her role she is responsible for evolving the organization’s community relations strategy, which is centered around advancing health and well-being, serving the underserved and partnering with values-based community organizations.

Pendleton brings more than 18 years of experience that includes extensive strategy, counsel, and execution of marketing communications programs; media relations; crisis and issues management; digital/social media strategy and execution; and material development in the nonprofit, consumer, and corporate sectors.

She comes to Mission Fed from the YMCA of San Diego County where she spent nearly five years developing and directing the PR and communications strategy and reputation initiatives for the largest YMCA association in the country. She served as a key leadership team member at its Team Headquarters and spokesperson for the organization. Prior to the YMCA, Pendleton was the communications director for the American Red Cross of San Diego/Imperial Counties. Additionally, Pendleton served as a public information officer volunteer with the Red Cross, and as an Advanced Public Affairs Team (APAT) member, working with national and international media outlets.

Debra Schwartz, President and CEO of Mission Fed, said, “We’re honored to have Courtney join our team at Mission Fed. Her knowledge, experience and connections will enhance our ongoing efforts to support the greater San Diego community.”

Prior to her nonprofit journey, Pendleton spent nearly eight years with the leading public relations agency, FleishmanHillard. During her tenure she worked with organizations such as AT&T, Petco Animal Supplies, Make-A-Wish Foundation, and San Diego Padres/Petco Park.

Pendleton graduated from San Diego State University earning a Bachelor of Arts degree in communication, with an emphasis in public relations. Recently, she was unanimously voted into San Diego Rotary Club 33, and is a long-time member of the Public Relations Society of America.

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### **About Mission Fed Credit Union**

Mission Federal Credit Union (Mission Fed) is the largest member-owned, not-for-profit, full-service financial institution exclusively serving San Diego County. Mission Fed enhances the lives of its members through financial education and services, providing stability and strength to help San Diegans with financial wellness and success. Banking at Mission Fed means doing good for San Diego. Mission Fed gives money back to our local communities, has helped hundreds of nonprofits and important causes, and builds deep relationships with community partners.

Mission Fed has served the financial needs of San Diegans for 60 years through checking, savings, loans, credit cards and insurance offerings. Mission Fed has in excess of \$4.5 billion in assets, nearly 270,000 members, 32 convenient local branches, 30,000 fee-free CO-OP ATMs nationwide and free mobile and online banking services. Mission Fed was recognized as a 2020 Top Workplace by *The San Diego Union-Tribune* and named a Top Workplaces USA winner in 2021. Federally insured by NCUA and Equal Housing Lender. To learn more, visit [www.MissionFed.com](http://www.MissionFed.com).