

Date:

**Thursday, October 17, 2024**

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Friends you can bank on.

**For immediate release.**

## **Service 1st Hosts Ribbon Cutting Ceremony at Muncy Office**

(Muncy, PA) -- Service 1st Federal Credit Union held a Ribbon Cutting Ceremony at their Muncy Office on October 16, 2024. The ceremony was held as part of the Open House and Grand Opening Celebration for their newly opened office, located at 200 Muncy Creek Boulevard, in Muncy, PA.

“This is not just another new branch opening. It represents a commitment to providing personalized services and a lifetime of working together to help members achieve their financial goals,” said Mike Thomas, President/CEO, Service 1st. “As we cut the ribbon today, we’re cutting open opportunities for new friendships, new partnerships and getting ready to work together to empower you, your family, your businesses and this community to achieve the financial goals you’ve set.”

Service 1st, with support from the Williamsport/Lycoming Chamber of Commerce, was joined by members, volunteers, representatives from community organizations, the teams who assisted in the design and construction of the building, in addition to local government and business leaders to celebrate their twelfth branch location. The ribbon cutting ceremony is part of a week-long schedule of events.

This 4,200-square-foot location is the first of the credit union's offices to fully integrate Interactive Teller Machines (ITMs). An ITM can be described as a customary Automated Teller Machine (ATM), with the advanced capability to provide additional products and services to members, allowing them to interact through live, video chats with the credit union's virtual agents.

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“ITMs provide a seamless blend of technology with our personalized service,” said Linda Brown, Chief Administrative Officer, Service 1st. “They offer our members more flexibility and a unique self-help opportunity both within the branch as well as through the drive-up.”

**Muncy Office Hours:**

**Lobby & Drive-up**

Monday	8:30 a.m. – 5 p.m.
Tuesday – Thursday	8:30 a.m. – 4 p.m.
Friday	8:30 a.m. – 6 p.m.
Saturday	8:30 a.m. – 12 p.m.

For more information including how to join, please contact Service 1st at 800.562.6049 or visit the credit union online at [service1.org](http://service1.org).

**Photo caption:** Service 1st Federal Credit Union held their Ribbon Cutting Ceremony at their Muncy Office, located at 200 Muncy Creek Boulevard, on October 16, 2024.

**Photo (l-r):** Pennsylvania State Representative Joe Hamm, District 84; Rachel Ferrance, Credit Union Relationship Executive, CrossState Credit Union Association; Linda Brown, Chief Administrative Officer, Service 1st; Heaven Maeshack, Financial Service Specialist I, Service 1st; Nick Costa, Financial Service Specialist I, Service 1st; Sara DeVinney, Assistant Market Manager, Muncy Office, Service 1st; Dawn Cool, Member Service Representative, Muncy Office, Service 1st; Jay Reed, Chief Information Officer, Service 1st; Ben McDuffee, Market Manager, Muncy Office, Service 1st; Jamie Brininger, Chief Financial Officer, Service 1st; Steve Endress, Director, Service 1st Board of Directors; Mike Thomas, President/CEO, Service 1st; Tracy Shirk, Chairperson, Service 1st Board of Directors; Bill Lavage, (retired) President/CEO, Service 1st; Jeff Balestrini, Chief Lending Officer, Service 1st; Karen Wood, Chief Experience Officer, Service 1st; Ann Kaufman, Deputy District Director for United States Representative Glenn Thompson, 15<sup>th</sup> District of Pennsylvania; David Cutright, Treasurer, Service 1st Board of Directors and Jason Fink, President/CEO, Williamsport/Lycoming Chamber of Commerce.

**About Service 1st:** **We’re a little different, but that’s why you’ll like us.** Service 1st Federal Credit Union is a full-service financial institution with total assets exceeding \$676 million. We put the financial goals of our 45,000 + members at the heart of everything we do. Whether in one of our branches located in Bloomsburg, Danville, Elysburg, Lewisburg, Loyalsock, Mifflinburg, Montandon, Muncy, Shamokin Dam, Sunbury, or Wilkes-Barre, or out-and-about in the community, our credit union team shares seven core values that ensure our focus is always to strengthen the financial lives of our members and our community.

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