



**FOR IMMEDIATE RELEASE**

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## **Access Credit Union Envisions Branch of the Future in Morden**

**Southern MB** - Access Credit Union is proud to announce that it has begun efforts to build a new high-tech facility for the innovation and testing of new banking systems functionality, processes and member experiences expected to be open to the public by the beginning of 2018.

Recognizing the changing banking landscape and a shift away from traditional banking to self-serve channels and richer digital experiences, Access Credit Union is leading the way in Manitoba in building a new branch dedicated solely to the testing of new technology, faster and more effective ways of serving members and the prototyping of experimental concepts that may then be implemented across Access's branch network. These concepts potentially include a cashless branch dedicated to advisory services, wireless technology, remote teleconferencing solutions, mobile engagement, and paperless transactions.

*"We see this branch as an incubator for the development of new ideas that our staff and members bring forward." says Larry Davey, President and CEO of Access Credit Union. "As the economy and competitive landscape shifts to a global focus, we cannot compete only against traditional banks and credit unions, but the giants of the technological world who are showing an increased focus on banking. We will be the first credit union in Manitoba to operate a branch of this nature and we are excited to see the innovations that this will bring."*

Taking advantage of a new development being built close to its corporate office between Winkler and Morden, the concept branch will be built just east of Morden and will offer a new experience for members who are looking for advice and service outside of cash and cheque transactions. The building is underway with an expected completion date of late 2017 or early 2018.

For more information about Access Credit Union, please visit [www.accesscu.ca](http://www.accesscu.ca).

### **About Access**

Access Credit Union strives to be an employer of choice in Southern Manitoba with 17 branches, 260 employees and over \$2.4 billion in assets under administration. We support an engaged, highly competent staff inspired to achieve their personal best while reflecting our mission, vision and values.

### **Media Contact**

All media inquiries should be forwarded to Access Credit Union Corporate Office.