

## [The media falls in love with credit unions](#)

Here are over a dozen references to credit unions in the mainstream media in recent weeks. Most of them stop shy of outright endorsements, but many of them unabashedly urge people to make the switch.

**“Credit unions, not-for-profit financial institutions owned by their members, may be among the safest financial institutions in the nation, despite our nation’s current economic struggles.**

— [West Orlando News](#)

***“As banks fail, credit unions deserve a look.”***

— [News Observer](#)

***“Forget banks, join the credit union.”***

— [West Orlando News](#)

***“Ditch your bank for a credit union.”***

— [MSN Money](#)

***“Wall Street turmoil is credit unions’ ‘golden opportunity.’”***

— [Seattle Times](#)



**★ IT'S FREE! ★ *“Who says you have to settle for a bank? Relief could be as close as the nearest credit union.”***

— [MSN Money](#)

***“Oregon credit unions boom as lenders flee some banks.”***

— [The Oregonian](#)

***“Anxious consumers, looking for safe havens for their money, are steering millions of dollars into Oregon’s credit unions.”***

— [The Oregonian](#)

**“Credit unions are gaining recognition among consumers for not only having avoided the problems that created today’s financial mess, but for being a huge part of the solution.**

— [West Orlando News](#)

***“Local credit unions benefit from customer ‘exodus’ from national banks.”***

— [Register Pajaronian](#)

***“Credit unions, having escaped the financial crisis, are chipping away at their larger rivals’ customer base.”***

— [TheStreet.com](#)

***“If there’s a calm in the economic storm, it may be credit unions, whose investors are sleeping through the night.”***

— [CNN’s Susan Lisovicz](#)

***“Most of the folks I talk to who have abandoned banks for credit unions are thrilled they made the switch. If you’re sick of your bank, why don’t you follow suit?”***

— [MSN Money](#)

***“If you want to own part of the financial institution that you do business with without buying their stock, it’s time to look at a credit union.”***

— [The Star Ledger](#)

***“Data show credit unions to be an appropriate, safe choice among financial institutions.”***

— [The Washington Post](#)

***“This is a good time to consider an alternative to for-profit private banks—like credit unions.”***

— [Lifehacker](#) (the 6th most-respected website on the internet)

***“As banks struggle, credit unions get rush of new customers.”***

— [The News Tribune](#)

***“Credit unions make sense now more than ever.”***

— [Wall Street Journal MarketWatch](#)

***“Consumers are now thinking seriously about switching their cash from banks to credit unions.”***

— [Northwest Cable News](#)

***“Wachovia customers use their feet, head for credit unions.”***

— [Wall Street Journal MarketWatch](#)

***“We’ve run out of switch kits.”***

— [TAPCO Credit Union, in the News Tribune](#)

***“Credit unions have a chance to attract new members to savings accounts right now.”***

— [Seattle Times](#)

***“There is going to be tremendous loan demand. You’re going to have to tweak your strategies, and let more members know you’re there.”***

— [Dave Colby, CUNA Mutual’s Chief Economist in the Seattle Times](#)

***“Despite national downturn, local credit unions are thriving.”***

— [Wisconsin State Journal](#)

***“Credit unions are attracting new deposits.”***

— [Santa Cruz Sentinel](#)



***“Bad times for banks means boom times for credit unions.”***

— [Time Magazine](#)

***“With banks reeling, depositors turn to credit unions.”***

— [Triangle Business Journal](#)

***“Credit unions offer alternative to skittish banks.”***

**Chicago Tribune** *As the banking industry stumbles through the crisis that has gripped the financial world, consumers have a viable alternative to a traditional bank: a credit union.*

— [Chicago Tribune](#)

***“As economy swoons, more people are joining credit unions.”***

*With all of the troubles taking place in the financial industry these days, one sector that appears to have avoided the mess of subprime and other shaky loans is credit unions.*

– [Bellingham Herald](#)

***“The uncertainty surrounding banks is proving to be a blessing for credit unions in the state.”***

– [New Jersey Biz](#)

***“Banks’ losses prove to be credit unions’ gains.”***

*For the most part, area credit unions have sidestepped the worst of the financial upheavals that have taken down some of the largest banks.*

– [San Diego Business Journal](#)

***“As banks tighten credit, credit unions booming.”***

*The only trouble they have, they say, is getting the word out to more people that they are sitting on money and eager to loan it.*

– [Crain’s Detroit Business](#)

***“Credit unions a refuge in dodgy times.”***

– [News Wales](#)

***“Credit unions show stability in crisis.”***

*At a time when banks are staggering under losses from the subprime mortgage meltdown, most credit unions are dodging that bullet.*

– [Inland Valley Daily Bulletin](#)



***“In these rocky financial times, with banks going belly up, more people are turning to credit unions.”***

– [Fox Atlanta](#)

***“Credit unions increase in popularity.”***

*These days, a bank’s loss could be a credit union’s gain.*

– [Syracuse 10 News Now](#)

***Seattle Post-Intelligencer “Credit unions are one division of the financial services industry insulated from recent chaos.”***

– [Seattle Post Intelligencer](#)

***“Credit unions a conservative alternative.”***

– [Maryland Gazette](#)

***“Downturn sparks credit union rush.”***

– [BBC America](#)

***“Credit unions weather downturn.”***

– [San Luis Obispo Tribune](#)

***“Credit unions become new safe harbors.”***

– [Fort Worth Business Press](#)

***“If you think credit unions are single-location dinosaurs available just to employees of certain firms, it’s time to think again.”***

– [Yahoo! Finance](#)

***“As U.S. banks retreat, credit unions step up loans.”***

– [Reuters](#)

***“While banks struggle with risky investments, credit unions avoid the fray.”***

– [Business West](#)

***“A credit union can help you through these tough times.”***

– [Easier.com](#)

***“In today’s economic times, credit unions offer some better options.”***

– [Naperville Sun](#)