



First Imperial Credit Union to Open New Branch in La Quinta

(La Quinta, CA) – First Imperial Credit Union, a credit union with more than 80 years in serving its membership, is excited to announce the opening of its newest branch in the Coachella Valley later this year. The expansion to La Quinta marks a significant milestone in its commitment to building strong, lasting relationships with their members across the region.

With a focus on providing tailored financial services, the branch will serve as a trusted financial partner, dedicated to serving individuals, families, and businesses within the community. The new branch will be conveniently located at 79825 Highway 111, Suite B-102 (Komar Desert Center) in La Quinta. FICU provides a range of deposit products, including checking and savings accounts, as well as certificates of deposit. The extensive loan offerings include auto financing, real estate, credit cards, and personal loans. Additionally, all members can benefit from its convenient online banking services for easy account access. Prospective members can open their accounts online now and take advantage of its current promotions, ahead of the new branch opening, by visiting its website at ficu.com

“Our wide range of financial solutions will be an excellent addition to the valuable resources offered to the Coachella Valley community,” said Fidel Gonzalez, President/CEO. “Our goal is to not only provide financial services, but to also contribute positively to the local community through partnerships with local organizations, implementing financial literacy programs, and providing outreach for the underserved and unbanked population.”

The 1,882 square foot branch will be the first branch to be established outside of Imperial County, where the credit union has four branches. “This strategic decision reflects our commitment to better serve our growing member base in the region,” said Board Chairman, Victor Torres. “We are excited to have a presence in Coachella Valley and continue with our dedication and vision for future growth.”

For more information and updates on the La Quinta Branch, visit ficu.com/LaQuinta

About FICU

First Imperial Credit Union is a financial institution headquartered in El Centro, California and is designated as a Community Development Financial Institution, Minority Depository Institution, and a low-income credit union. The credit union has a mission to provide inclusive, equitable financial services with an exceptional member-focused experience. FICU is the only state chartered financial institution in Imperial County and operates four branches in the cities of El Centro, Calexico, Imperial, and Brawley. Press releases can be viewed at ficu.com.

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