



FOR IMMEDIATE RELEASE

Media Contact:
Robert Scheid
619.922.9736 or rscheid@calcoastcu.org

California Coast Credit Union and San Diego Public Library Launch Campaign to Promote Literacy
San Diego Rocks Reading campaign includes social media photo contest

SAN DIEGO, CA – September 8, 2016 – California Coast Credit Union and San Diego Public Library today launched *San Diego Rocks Reading*, a campaign to promote literacy throughout San Diego County.

At a news conference today at the Central Library in downtown San Diego, officials from San Diego Public Library and Cal Coast announced details of the literacy campaign, which includes a social media photo contest. Today through September 24, adults are encouraged read to a child, grandchild or other loved ones, then share your favorite reading photo or video on social media using the hashtag “#SDRocksReading” for the chance to win prizes.

“It’s surprising to learn that one in seven people in San Diego County struggles with illiteracy,” said California Coast Credit Union CEO Todd Lane. “As part of our values-based culture and our partnership with the City of San Diego, we are committed to doing our part to help promote literacy by supporting this campaign and continuing to find ways to improve the quality of life in the communities we serve.”

As a part of the *San Diego Rocks Reading* campaign, California Coast will host a story time for children on Saturday, September 17 at their branches in Mira Mesa, Clairemont, and Chula Vista. Local fire and police officials will read to kids at select branches, and will have a firetruck and police car there for kids to check

out. In addition, Gulliver, the mascot for the San Diego Gulls will meet with kids, and the Gulls Street Team will read to the kids, at one of the branches. Details on the reading times and branch locations, along with further information on *San Diego Rocks Reading*, can be found at [www. SDRocksReading.com](http://www.SDRocksReading.com)

About California Coast Credit Union

Established by San Diego teachers in 1929, California Coast Credit Union is the longest-serving financial institution based in San Diego and holds true to its founders' guiding principle of "people helping people." With over \$2 billion in assets, the credit union now proudly serves more than 140,000 members through its local network of more than 20 branches and 60 shared branch locations, online and mobile banking, and 30,000 fee-free ATMs nationwide. California Coast is not-for-profit, provides no-cost financial education for adults and youth, and is committed to improving the lives of its members and others in the community. Anyone who lives or works in San Diego or Riverside counties can be a member. For more information, visit calcoastcu.org or call (877) 495-1600.

###