

For more information,
please contact:
Kelly Haskins, VP Marketing
Launch FCU
300 S. Plumosa St.
Merritt Island, FL 32952
(321) 455-9400 x1204
khaskins@launchfcu.com



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For Immediate Release

**Launch Federal Credit Union Selects Cheri Smith as
Melbourne Branch Manager**

Merritt Island, Florida (January 4, 2017)

Launch Federal Credit Union is pleased to announce Cheri Smith as the new Branch Manager of the Melbourne branch of Launch FCU. Smith comes to Launch Federal Credit Union with over 35 years of experience in the financial sector.

"I am very excited to have this opportunity to work with Launch FCU in the Melbourne area," says Smith. "I look forward to meeting new members of Launch FCU and helping them reach their financial goals."

Most recently, Smith served as Marketing Director for the Greater Palm Bay Chamber of Commerce. Prior to the Chamber, she was a Sales Manager for TD Bank in Palm Bay, and the Business Development Officer for 1st United Bank of Broward County. She also worked for BB&T, Regions Bank and Wachovia.

Smith is a graduate of Santa Fe Community College in Gainesville, is a licensed realtor in the state of Florida, and is a 4th generation Florida native. Her strong sense of community spirit and service has led her to be President of the Exchange Club of South Brevard. She is also involved in numerous other non-profit organizations.

"Cheri's background in the banking industry combined with her community work with the Palm Bay Chamber will help us grow our membership in the south Brevard area," says CEO Joe Mirachi. "Cheri has a strong desire to spread the Launch FCU brand. Since Launch FCU is still rather new to the south Brevard area, Cheri's community connections will be an asset to building our membership in that area. We are looking forward to having Cheri on our team."

Launch Federal Credit Union is a full service, community credit union, rated 5-Stars on Bauerfinancial.com, with twelve branches throughout Brevard and Volusia counties. Membership is open to all who live, work, worship or attend school in Brevard or Volusia. For more information on Launch Federal Credit Union, please visit www.Launchfcu.com or call (321) 455-9400.

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