



Lucky Credit Union Member Wins \$10,000 in “Swipe & Win” Promotion

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BEAUMONT, Texas – Education First Federal Credit Union (EFFCU) member Timothy O’Neill recently won \$10,000 just for swiping his totalREWARDS VISA Debit Card.

The credit union recently created a promotion to encourage members to use their Education First debit or credit cards for in-person or online purchases for a chance to win \$10,000. Every swipe or online purchase counted as an entry into the contest, and for Mr. O’Neill, it paid off in a big way!

In addition to the allure of the \$10,000 grand prize, Education First members earn rewards on every purchase using their totalREWARDS debit or credit Card. And if a member has both cards, the points can be combined to supercharge the number of rewards available for use. Points can be used for cash back, travel, gift cards and more.

During the promotional period of March 1 – June 30, 2024, Education First members accrued over 2.1 million entries. The winner was selected in a random drawing of qualified entries last month, and Mr. O’Neill was notified shortly thereafter.

Mr. O’Neill has been a member of the credit union since his parents opened a savings account for him 39 years ago, and although he no longer lives in Southeast Texas, he shared that he “continues to bank with Education First because of the excellent member service and trusted relationship.”

“With our robust suite of digital banking tools, physical proximity to one of our branches is no longer a requirement. Our ultra-secure technology allows members to deposit funds remotely, pay bills, link to external accounts, apply for loans and make payments and even build a budget and track a budget. Members can also chat with us securely and have all their questions answered, no matter their location,” said Carolyn Ridout, VP of Marketing.

Mr. O’Neill’s lucky swipe occurred when he paid for his lunch on June 19 – proving to us all that there actually is such a thing as a free lunch.

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EFFCU is a community credit union field of membership open to individuals who live, work or worship and attend school in, and businesses and other legal entities in Jefferson, Jasper, Hardin, Newton, Orange, and Tyler counties, as well as former and current employees of High Island Independent School Districts. The credit union has eight convenient locations throughout Southeast Texas.