



together we can make a difference

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**ATTENTION SHOPPERS:
THE NEW COMMUNITY FIRST MCGRATH PINK VISA IS NOW AVAILABLE –
AUSTRALIA'S FIRST CREDIT CARD TO TRULY MAKE A DIFFERENCE!**

12 AUGUST 2009, SYDNEY – Shoppers and lovers of pink unite: Community First Credit Union (Community First) has today launched the official McGrath Pink Visa, the only national "pink" Visa credit card in Australia specifically designed make a difference to the lives of women diagnosed with breast cancer and their families.

The launch coincides with the start of the inaugural McGrath Breast Care Nurse Induction Workshop at the Hilton Hotel in Sydney, which marks the first time all 53 McGrath Breast Care Nurses have come together since their placement.

For every year the McGrath Pink Visa is held, Community First will donate half the annual fee (or \$20) to the McGrath Foundation to support the placement of McGrath Breast Care Nurses in communities right across Australia as well as promoting breast awareness in younger women.

Not only will McGrath Pink Visa cardholders feel fabulous shopping with their new hot pink Visa card sporting the iconic McGrath Foundation logo, they will also receive the same low rate of 10.50% p.a. on retail purchases, cash advances and balance transfers, up to 55 days interest free, as well as also feeling good that \$20 of the low \$40 annual fee will be donated to the McGrath Foundation every year they hold the card.

Chief Executive Officer of Community First, John Tancevski believes the Community First mantra has always been about 'people helping people' and says the staff at Community First are extremely passionate about supporting the McGrath Foundation cause.

"Our partnership with the McGrath Foundation is just another way in which Community First makes a tangible difference in the communities in which we operate."

"Most credit cards offer you a reward program that only gives you a benefit after you spend on the card. But with the McGrath Pink Visa, you have a card that helps you support your own charitable giving each year, which is a great point of difference in today's market," said John.

Chairman of the McGrath Foundation, Glenn McGrath, couldn't be more pleased that Community First Credit Union has come on board as a Corporate Friend with the introduction of the new McGrath Pink Visa card.

"If you had told me 12 months ago that the McGrath Foundation would have its own branded Visa card, I wouldn't have believed you but we've made such strides in the past year. We couldn't be prouder than to have Community First come up with an initiative that can help support the McGrath Foundation just by people signing up."

"I imagine all McGrath Pink Visa cardholders will be incredibly proud to use their McGrath Pink Visa to show they support the McGrath Foundation. I know I will be!" said Glenn.

Executive Director of the McGrath Foundation, Tracy Bevan, can't wait to use her new McGrath Pink Visa card and show her support for the McGrath Foundation each and every time she goes shopping.

"I know that Jane would be just thrilled with this initiative. Not only did she love pink and shopping, but she would have been so proud to have a McGrath Pink Visa in her wallet," said Tracy.

People wanting to apply for a McGrath Pink Visa card can visit their local Community First branch or apply online at www.mcgrathpinkvisa.com.au. All applications are subject to lending guidelines to promote ethical lending practices.

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For further information or to coordinate an interview, please contact:

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About the McGrath Pink Visa

The McGrath Pink Visa also offers a host of other benefits which will make it the card of choice for Australian consumers.

- Same low rate of 10.50%p.a. on retail purchases, cash advances and balance transfers
- Low annual fee of \$40
- Up to 55 days interest free
- Additional card available at no cost

- And, did we mention that it's pink!

About Community First Credit Union

Community First is Sydney's largest community based credit union and has been in operation since 1959. Community First has over 76,000 Members, 13 Financial Services Stores and over \$760 million in assets under management.

For fifty years, the focus at Community First has been on building financial relationships that deliver our promise to benefit Members through standards of service superior than our competitors, fairer fees and competitive interest rates on savings and loans.

Community First Financial Services Store locations:

- Centro Bankstown
- Centro Penrith
- Erina Fair
- Stockland Glendale
- Westfield Kotara
- Lake Haven Shopping Centre
- Westfield Liverpool
- Macarthur Square
- Westfield Mt Druitt
- Centro Penrith
- Rouse Hill Town Centre
- Swansea Arcade
- Westfield Tuggerah
- Peninsula Plaza Woy Woy

About the McGrath Foundation

The McGrath Foundation was co-founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation aims to raise money to place McGrath Breast Care Nurses in rural and regional Australia, as well as educating young women to be 'breast aware'. Visit www.mcgrathfoundation.com.au for more information on how you can make a difference.