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For Immediate Release

## Navy Federal Wants You to #JoinTheFamily

Social media gallery encourages member stories

VIENNA, Va. (April 29, 2015) – [Navy Federal Credit Union](http://navyfederal.org), the world’s largest credit union serving the DoD, Coast Guard and their families, announced its [#JoinTheFamily](https://www.facebook.com/JoinTheFamily) membership campaign which encourages participants to share their stories from popular social media sites like Facebook, Twitter, and Instagram.

Both members and non-members are able to join the conversation on social media, which features an immersive photo gallery environment. The gallery, located at [navyfederal.org/jointhefamily](http://navyfederal.org/jointhefamily), already displays hundreds of stories from around the world, from both military and civilians.

“Inviting members to share their stories, and highlighting them on social media, builds a strong sense of community,” said Michael Toner, social media manager at Navy Federal. “Our members are our first priority and this campaign allows us to connect with them on an emotional level.”



Participants can go to the digital experience and submit their story and photo. Users also have the option to refer family members and browse financial literacy content. The [#JoinTheFamily](https://www.facebook.com/JoinTheFamily) wall will be available online until the end of the year, promoting family eligibility for the credit union.

**About Navy Federal Credit Union:** Navy Federal Credit Union is the world’s largest credit union with more than \$66 billion in assets, 5 million members, 265 branches, and a workforce of over 12,000 employees worldwide. The credit union serves all Department of Defense and Coast Guard active duty, civilian, and contractor personnel and their families. For additional information about Navy Federal, visit [www.navyfederal.org](http://www.navyfederal.org).

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