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FOR IMMEDIATE RELEASE

### First Financial FCU Celebrates 90 Years of Putting People First



Freehold, N.J. – First Financial Federal Credit Union (FFFCU) is honored to announce the celebration of its 90th anniversary in 2026. Founded in 1936 during the Great Depression, FFFCU has grown from a small, visionary group of Asbury Park schoolteachers to the trusted financial partner of over 15,000 members today. As the credit union humbly reflects on this milestone, it is reminded that the enduring legacy and commitment of its founders continue to shine through present day operations and remain central to its mission of *putting people first*.

Under the leadership of Harold “Pop” Shannon, the Asbury Park schoolteachers pooled their monies together with the shared vision of helping one another meet their financial needs, as they organized one of the earliest credit unions in America. The creation of a credit union based on trust, support, and financial empowerment played a crucial role in access to banking in a time of economic crisis and uncertainty. As the seeds of resilience eventually began to take root in the economy, the credit union shared in this resilience and grew to include employees of both Monmouth and Ocean County Boards of Education, at which time its name was changed to Mon-Oc Teachers Federal Credit Union.

Over the years, the credit union expanded its field of membership to include municipal employees (and changed its name to Mon-Oc Public Employees Federal Credit Union), employees of some local hospitals and nursing facilities, and several small businesses (when it was named Mon-Oc Federal Credit Union). In April 2003, Mon-Oc became a community credit

union, serving anyone who lives, works, worships, volunteers, or attends school in Monmouth or Ocean Counties. The cooperative spirit that was created in the early days of Mon-Oc is still at the heart of its philosophy, and it became First Financial Federal Credit Union in July 2006.

Ninety years later, FFFCU remains steadfast in its commitment to its founding principles and takes pride in providing innovative financial solutions, convenient online and mobile banking options, personalized service, and meaningful support to help enrich the quality of its members' lives.

To mark this milestone year, FFFCU will invite members to join in a year-long 90th anniversary celebration, which kicks off on February 6th with special giveaways and promotions.

"As we celebrate this milestone anniversary year, we continue to look to the future with optimism and purpose," said Issa Stephan, President & CEO of First Financial. "We are here to empower our members and help them achieve their financial dreams in the most personalized way that we can."

The First Financial Board of Directors, leadership team, and staff extend their sincerest gratitude to their valued members for helping them to achieve this milestone. The success, longevity, and resilience of the credit union are a testament to the unwavering trust and loyalty its members have placed in it for nine decades and counting. First Financial looks to the future with confidence and remains committed to serving its community for years to come.

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About First Financial Federal Credit Union:

First Financial Federal Credit Union is a Freehold-based \$185 million member-owned, not-for-profit financial cooperative. First Financial is overseen by a volunteer Board of Directors made up of credit union members and is federally insured by the NCUA. FFFCU operates three branches throughout Monmouth and Ocean Counties in New Jersey, giving more than 15,000 members access to a wide range of innovative financial products and services. Their products are designed to support their members through every stage of life. Deposit and loan offerings include, but are not limited to, auto loans, mortgages, home equity loans & lines of credit, personal loans, credit cards, business accounts, student accounts, and checking accounts. Learn more at [firstffcu.com](http://firstffcu.com), [@firstfinancialnj](https://www.facebook.com/firstfinancialnj) on Facebook and Instagram, [@NJBanking](https://www.instagram.com/@NJBanking) on X, or by calling (732) 312-1500.