



For Immediate Release
Caylee Smith, Marketing Coordinator – csmith@gcefcu.org

Gulf Coast Educators FCU Donates Over 3,000 Books to Area Teachers

Pasadena, TX: On July 14, 2017, Gulf Coast Educators Federal Credit Union hosted a free New Teacher Book Fair. All first year teachers from the Houston area were invited to pick up books to go towards their new classroom libraries. The event was such a success, that GCEFCU decided to host a second book fair, but this time for all teachers.

The second book fair took place on July 21, 2017, and sold out within twenty minutes of the credit union opening their doors. Instead of ending the book fair early, representatives from the credit union drove to Half Price Books (Pearland, TX store) and purchased additional books for the remainder of the event.

The events were shared over 300 times on social media with hundreds of comments from appreciative teachers.

“This was a wonderful event! Thank you so much for the opportunity to bring the joy of reading to our students this year! I look forward to your next book fair.” – Shannan Rose, Facebook

“Thank you soooooo much for thinking about educators!! I also enjoyed spinning the wheel for a free gift!!!” – Rose Bogard, Facebook

At the end of the day, over 3,000 books were given out to educators from all over the Houston area, including Pasadena, Clear Creek, Alvin, Pearland, Spring, Aldine, Humble, Crosby, and more independent school districts. Gulf Coast Educators FCU plans to host another event in the future, but does not have a selected date yet.

About Gulf Coast Educators FCU: In 1948, eleven Pasadena ISD educators got together and formed what today remains a credit union dedicated to serving the financial needs of school employees in Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery or Waller Counties, Texas. The credit union offers its member-owners a full line of banking services, but through a cooperative ownership structure. To learn more about the credit union, visit www.gcefcu.org.

Image 1: Teachers from Pasadena ISD finding books for their classroom.

Image 2: Teachers at GCEFCU’s Pearland West branch for their Teacher Book Fair.

Image 3: Teachers waiting to enter the Teacher Book Fair at GCEFCU’s Pearland West branch.



Image 4: First year teachers for Deer Park ISD and Pasadena ISD finding books at GCEFCU's New Teacher Book Fair.

Image 5: Rebeca Gonzalez, GCEFCU Business Development Specialist, serving Italian ice to teachers at their Teacher Book Fair.



