



**FOR IMMEDIATE RELEASE**

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**SUNMARK FEDERAL CREDIT UNION NAMES NEW DIRECTOR OF MARKETING**

SCHENECTADY, N.Y. - - Sunmark Federal Credit Union, a full-service, community chartered credit union serving those who live and work in Albany, Schenectady, Montgomery, Saratoga, Schoharie and Rensselaer counties, announced that David Weinstein has been named director of marketing.

Mr. Weinstein will oversee all marketing and communication initiatives for the credit union. Weinstein joins the credit union with over 22 years of strategic advertising, marketing, web and product development experience for clients such as American Express, Home Box Office, Inc., Sundance Film Festival, JPMorgan Chase & Co., T. Rowe Price, Harley-Davidson and Novartis AG. He obtained his Bachelor of Fine Arts in Communications Design from the Pratt Institute, Brooklyn, N.Y.

Previously Mr. Weinstein, of Saugerties, served as senior vice president at Greystone Partners, Poughkeepsie, and as director of strategic operations and marketing at Data Concepts Integrated Technologies, Ridgefield, N.J.

**About Sunmark Federal Credit Union**

Sunmark Federal Credit Union<sup>®</sup> is a full-service, community chartered credit union serving those who live, work, worship or attend school in Albany, Schenectady, Montgomery, Saratoga, Schoharie and Rensselaer counties in New York. Sunmark has assets of \$440 million and serves more than 48,000 members and businesses. For more information, visit their web site at [www.sunmarkfcu.org](http://www.sunmarkfcu.org).