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## **'Georgia's Own Battle' Commemorates 102<sup>nd</sup> Meeting of UGA v. Georgia Tech**

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'Georgia's Own Battle', a celebration of our state's oldest football rivalry, launched by Georgia's Own Credit Union, concluded on Saturday, November 24 with the University of Georgia's victory over the Yellow Jackets.

The promotion of this perennial match-up included a website ([georgiasownbattle.com](http://georgiasownbattle.com)), billboards, radio, television, game day giveaways and an on-field contestant winning \$5,000. "Whether you're a Bulldog loyal or a die-hard Tech fan, this football tradition unites thousands of Georgians across the state by providing months of anticipation about the outcome. By giving fans an additional outlet to get involved with their team, and this game in particular, our hope is to add yet one more layer to the excitement that surrounds this special statewide rivalry," says Charlotte Ayers, President & CEO of at Georgia's Own Credit Union.

So what is the connection between college football and personal finance? Ayers adds, "The people of the Atlanta area are the common denominator! Georgia's Own is a 73 year-old Atlanta-based financial institution, and what is important to our members and this community is important to us."

*Georgia's Own Credit Union was founded in 1934 and currently serves more than 111,000 members worldwide, including over 350 employer groups, as well as residents of Chatham, Cherokee, Cobb, DeKalb, Fulton, and Gwinnett counties. Offering a full range of financial products and services, the not-for-profit cooperative has over \$1.1 billion in assets and stands for the prosperity of its members, unmatched service, and a healthy planet.*