



League of Southeastern
Credit Unions & Affiliates

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FOR IMMEDIATE RELEASE

June 22, 2020

**LSCU Announces Support of Credit Union Awareness,
Open Your Eyes to a Credit Union Campaign®**

Tallahassee, Fla. – The League of Southeastern Credit Unions (LSCU) Board of Directors has agreed to endorse and join credit unions nationwide in the Credit Union Awareness, Open Your Eyes to a Credit Union® campaign. Credit Union Awareness aims to raise consumer consideration of credit unions, and ultimately connect more consumers with credit unions as their best financial partner.

“The unprecedented events in our nation have underscored and elevated the unique purpose and capabilities of credit unions. Now is when consumers need a financial relationship that supports them and their best interests, long term. That’s why we’re excited to support this national campaign aimed at increasing consideration for credit unions and growing the credit union industry market share,” said Jared Ross, president of LSCU. “We will actively begin working with the Credit Union Awareness team to fundraise and launch the campaign so that credit unions in Alabama, Florida and Georgia can join the 21 other states already increasing consumer consideration for our industry.”

“We are thrilled to join forces with LSCU and the 333 credit unions in Alabama, Florida and Georgia to open millions of consumers’ eyes to credit unions. Now more than ever, it’s time for credit unions to show how they’re different from other financial institutions,” said CU Awareness executive director, Chris Lorence.

To learn more about the Open Your Eyes to a Credit Union® campaign, visit cuna.org/awareness.

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***About the League of Southeastern Credit Unions & Affiliates.** The League of Southeastern Credit Unions & Affiliates represents 333 credit unions in Alabama, Florida and Georgia, with a combined total of more than \$120 billion in assets and more than 10.3 million members. LSCU provides advocacy and regulatory information; education and training; cooperative initiatives (including financial education outreach); media relations and information; and business solutions. For more information, visit www.lscu.coop. Follow the League on [Twitter](#) or [Facebook](#).*

***About CUNA.** Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America’s credit unions, which are owned by 115 million consumer*

members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org. To find your nearest credit union, visit YourMoneyFurther.com.