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**FOR IMMEDIATE RELEASE**

**Unitus Community Credit Union Celebrates International Credit Union Day**

*Day of awareness celebrates what makes credit unions unique: a mission to bring financial inclusion and well-being to people all over the world*

**Portland, Ore., October 19, 2023** – Unitus Community Credit Union is celebrating the 75<sup>th</sup> annual International Credit Union Day throughout the organization and its branches. Since its inception in 1948, International Credit Union Day has been celebrated through outreach, volunteering, fundraising and other activities. The day is recognized to reflect upon the credit union movement's history, promote its achievements, recognize hard work and share member experiences.

Unitus' commitment to the global credit union movement is in practice this week as Unitus hosts Ana Braunias and Herb Wulff from New Zealand's First Credit Union. It's part of an annual exchange between the two credit unions to share insights, learn about a new culture, and share best practices to strengthen each credit union. During this week's exchange, Ms. Braunias and Mr. Wulff are exploring some of the area's best cultural sites, engaging in conversations with some of our community partners, visiting several Unitus branches, and participating in thought-leadership exchange through roundtable conversations with leaders throughout our organization.

"Thank you Unitus Community Credit Union and First Credit Union for the amazing exchange opportunity," wrote Herb Wulff, Treasury and Agency Banking Manager at First Credit Union. "Unitus can be very proud of its team and staff who've just overwhelmed us with their generosity, hospitality, engagement, and sharing. May our exchange partnership continue to grow in strength."

In addition to the global exchange, Unitus is celebrating its members by encouraging them to take part in an interactive heritage activity in each branch. Through November 17, members can share their heritage, origin, or a place that holds special significance to them on a world map. This heritage tracker map is a visual representation of the credit union's diverse membership and celebrates what makes each member unique. Unitus' Multiculturally United Employee Resource Group (ERG) organized the activity.

"This activity is not only a fun and engaging way to celebrate ICU Day but will also allow us to better understand and appreciate the diverse backgrounds and experiences that make our credit union so unique," said Berenice Garcia Hernandez of the Multiculturally United ERG. "It serves as a reminder of the inclusive, global community we've built, and the positive impact credit unions have had on the lives of people around the world."

"From our international exchange efforts to celebrating our members' heritage, Unitus is committed to the global cooperative movement," explained Steven Stapp, President and CEO of Unitus Community Credit Union. "International Credit Union Day is a way to celebrate credit unions' efforts to bring financial inclusion to their members all around the world. Sharing our experiences and learning with other credit unions is just one way to connect on a global scale to improve the lives of the members we serve."



### **About Unitus Community Credit Union**

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting [unitusccu.com](https://unitusccu.com).