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## **Education Credit Union Celebrates 90 Years of Service in the Texas Panhandle**

**AMARILLO, TX – (January 2025)** Education Credit Union (ECU) is proud to announce its 90<sup>th</sup> anniversary, marking nine decades of enriching lives and empowering financial well-being in the Texas Panhandle. To celebrate this significant milestone, ECU is launching several special initiatives in January 2025 that reflect our commitment to our members and the community.

### **In-Branch Birthday Parties – January 15, 2025**

On January 15, ECU will host in-branch birthday celebrations at all eleven locations. Members and the community are invited to join the festivities and pick up exclusive 90<sup>th</sup> anniversary keepsakes (while supplies last). “These parties are a heartfelt thank-you to our members and community for their trust and support over the years,” said Jen Ufford, Senior Vice President of Member Experience at Education Credit Union.

### **Cash Drawing for Financial Coaching Participants**

Throughout January, members and non-members alike have a chance to win a cash prize by signing up and attending at least one FREE Financial Coaching session. Financial Coaching is the cornerstone of ECU’s mission to provide tools for financial success, and this initiative highlights the importance of taking steps towards financial empowerment.

### **90 Days, 900 Ways to Serve**

ECU is proud to give back to the community that has supported us for 90 years. Through the “90 Days, 900 Ways to Serve” initiative, ECU team members will collectively volunteer 900 hours in the first quarter of 2025. These hours will be dedicated to various non-profits and community service projects across the Texas Panhandle, reflecting our commitment to building a stronger community through service.

“For 90 years, Education Credit Union has been rooted in the core value of People First, and Impact Always,” said Marcus Smith, CEO and President of Education Credit Union. “As we celebrate this incredible milestone, we look forward to honoring our legacy while continuing To Love Our People With Smarter Banking through financial empowerment and community service initiatives.”

Upon nearing a century of service, ECU honors the roots of the ten founding members of the Amarillo School Employee Credit Union (ASECU), while also celebrating the growth of ECU as a full-service financial institution serving 40,000 members in eighteen counties. The original purpose of the founders was to promote thrift and provide a source of low-cost credit for members. That purpose continues today.

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**About Education Credit Union:** Founded in 1935, Education Credit Union (ECU) has a rich history of serving its community with a steadfast commitment to financial prosperity and well-being. With assets exceeding \$475 million, ECU proudly serves over 40,000 members across 11 locations in the Texas Panhandle, including Amarillo, Canyon, Stinnett, Borger, and Bushland. Offering a wide range of financial products and services such as checking and savings accounts, loans, and financial coaching, ECU is dedicated to meeting the diverse needs of its members. Deeply embedded in the communities it serves, ECU's mission, "To Love Our People With Smarter Banking," and its vision, "To Be People That Love People Into Financial Prosperity," reflect its core value of "People First, Impact Always!" For more information, please visit our website at [educationcu.com](http://educationcu.com).

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