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### It’s Time to Open Everyone’s Eyes to Credit Unions

### *A campaign urging consumers to consider credit unions as the best financial partner has launched throughout the Northwest.*

*SeaTac, Washington* (Jan. 23, 2020) — Not-for-profit, cooperative credit unions operate to serve the people and businesses of Main Street, not shareholders on Wall Street. Those who join credit unions become member-owners, which means they get to keep their money where it belongs – in their wallets.

Consumers across the nation are choosing credit unions as their financial partners because they see the difference in service and savings. But for many, there are misconceptions about credit union membership. Some believe they can’t join because they don’t meet a membership requirement. Others fear it’s difficult to access funds while traveling, or that mobile banking, for example, won’t be available to them. All of these misconceptions couldn’t be further from the truth.

The credit union consumer consideration campaign, Open Your Eyes to a Credit Union®, dispels these myths. Earlier this month, the cooperative campaign – funded by Northwest credit unions – launched in the Northwest, joining 18 other regions across the country.

“Consumers are ready for a change,” said Danielle Sittu, Northwest Credit Union Association SVP of Marketing and Communications. “They want a financial partner that makes them the number-one priority. Anyone can join a credit union. In the Northwest, the credit union industry is robust and growing stronger every day.”

Consumers across Idaho, Oregon, and Washington are now beginning to see the campaign’s bold, black-and-white digital ads on Facebook and Instagram telling them about the credit union difference. They’re also watching high-energy videos on [YouTube](https://www.youtube.com/channel/UC_9Af-YtN-uGSVJDA7QlAtA/featured) that urge them to take their money to the next level. The ads guide consumers to [YourMoneyFurther.com](http://yourmoneyfurther.com/), a website that educates them on the benefits of membership and helps them locate a nearby credit union.

As of last month, 9.2 million people have seen the ads on social media and 28.2 million have watched videos on YouTube, with more than 426 million total impressions. And the buzz is only growing.

“The interaction we’re seeing from across the United States is impressive,” Sittu said. “We’re proud of our strong Credit Union Movement here in the Northwest, where cooperative values are held in high regard. And we are so excited to share, with consumers, why and how credit unions are the better financial services choice.”

To learn more about the Open Your Eyes to a Credit Union® campaign, visit YourMoneyFurther.com, and check it out on [Twitter](https://twitter.com/moneyfurther) and [Facebook](https://www.facebook.com/yourmoneyfurther/).

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The [Northwest Credit Union Association](http://www.nwcua.org/) is the trade association representing more than 175 not-for-profit, cooperative credit unions in Idaho, Oregon, and Washington, and their 7.3 million consumer members. Those members are served by a professional workforce of 18,700 professionals. According to an independent analysis by economists at ECONorthwest, Northwest credit unions drove a positive economic impact of $7.8 billion last year. For information on how to join a credit union, please visit: <https://yourmoneyfurther.com>