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**UNIFY Financial Credit Union To Debut First Ever Super Bowl Ad**

**Featuring Los Angeles Rams Safety Terrell Burgess**

*Torrance, CA – [February 8, 2022]* – UNIFY Financial Credit Union (UNIFY), the official credit union of the Los Angeles Rams, will premiere its first-ever Super Bowl commercial during the third quarter of the upcoming Super Bowl LVI on February 13, 2022.

The 30-second spot, titled “*UNIFY’s Got You*,” features Los Angeles Rams Safety Terrell Burgess emphasizing the power of commitment and teamwork — on and off the field — to achieve your goals, whether to succeed as an athlete or reach your financial dreams. The ad features montage shots of the NFL Pro training, with the message that financial goals require the same hard work, with UNIFY there to support you.

“As the official credit union of the Los Angeles Rams, we couldn’t be more proud and excited to make our commercial debut in Super Bowl LVI as we cheer on our NFL partner,” said UNIFY President/CEO Gordon Howe. “This ad spot celebrates the power of hard work and teamwork to reach our goals, which we believe is a meaningful message in everyone’s lives. It also conveys the essence of our mission to support the financial dreams of every member as their financial coach and partner. We’re honored to share our partnership with the Los Angeles Rams in one of the most widely watched live events of the year.”

As a credit union partner with the Los Angeles Rams since 2018, UNIFY is holding a number of other events and promotions to celebrate the team’s Super Bowl game, including:

* A branch block party for members Todd Gurley II and John Johnson III.
* An exclusive dinner with Gurley and Johnson for members selected through a social media campaign.
* A member raffle to win tickets to the Super Bowl LVI Experience Event at the Los Angeles Convention Center.

UNIFY also will air the spot during NBC coverage of the 2022 Winter Olympics. Produced by The Sasha Group, the ad can be viewed [here](https://www.youtube.com/watch?v=AjT3b6Nt-lY). More information about UNIFY’s Super Bowl events for members can be found on Instagram® @unify\_financial.

***About UNIFY Financial Credit Union***

*UNIFY Financial Credit Union is one of the nation's leading credit unions, with over $3 billion in assets and more than 265,000 members across the country. UNIFY has branches nationwide, with regional offices located in Torrance, CA; Las Vegas, NV; Mesa, AZ; and Allen, TX. Please visit*[UnifyFCU.com](http://unifyfcu.com/)*for more information.*

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