

FOR IMMEDIATE RELEASE  
October 26, 2021



**Contact: Deidre Davis**  
Chief Marketing Officer  
517-333-2424 ext. 7877  
[deidre.davis@msufcu.org](mailto:deidre.davis@msufcu.org)

**MSUFCU Contracts with MSU Women Student-Athletes**  
*Credit Union Expands Its Support of Eligible Individuals on the MSU Women's Basketball Team With Name, Image, and Likeness Contracts*

EAST LANSING, Mich. — MSU Federal Credit Union (MSUFCU) announced that it will expand its support of student-athletes by providing compensation to all eligible players on the Michigan State University (MSU) Women's Basketball team for the 2021-2022 season (October – June) through NIL (name, image, and likeness) contracts. The Credit Union has been a sponsor of MSU Athletics for more than 12 years, and became the Presenting Partner of MSU Women's Basketball in 2019 as part of its multiyear athletics sponsorship agreement.

Before entering into a contractual relationship with the student-athletes, MSUFCU held several meetings with the student-athletes to discuss details and expectations. All parties participated in thoughtful conversations and took time to ensure that expectations of services required to receive NIL payments would align with the existing commitments of student-athletes.

MSUFCU sees this partnership as an opportunity to assist women athletes and to recognize the value they bring to the university and the community.

"We are pleased to partner with this group of outstanding student athletes and believe their efforts will help grow engagement with our products and services among one of our primary target audiences," said April Clobes, President/CEO of MSU Federal Credit Union. "Additionally, these women contribute to the team, the MSU community, and the future in a very positive way. We're honored to have entered into a contractual agreement with this group of on-campus leaders."

Tory Ozment, senior Guard/Forward for the Spartans said, "Thankful for the opportunity MSUFCU has given us to use our voices as young women while representing a great organization. This is the beginning for future female athletes."

"We are so fortunate to be part of this movement in our community. Not only are we thankful that MSUFCU has allowed us to represent them, but more importantly, they have given us the opportunity to use our voices. MSUFCU and their leaders are pioneers in recognizing women's athletics. We are glad to be a part of their vision for our collective future," said junior Guard, Moira Joiner.

Alisia Smith, MSU graduate student Forward said, "Thank you MSUFCU for the opportunity to represent and be a part of change for other female athletes in the future."



Julia Ayrault, junior Guard, added, “We are so blessed and excited to have the opportunity to represent MSUFCU. We, as a team, are so thankful for everything they have supported us with, and cannot wait to represent their great financial institution.”

Each of the other eligible players also expressed their thoughts regarding the contract:

“We are very grateful for this opportunity that MSUFCU has provided for us and are super excited to be a part of change for future female athletes,” said Alyza Winston, junior Guard.

Lauren Walker, freshman Forward stated, “We are so grateful to have the opportunity to represent MSUFCU. It really speaks volumes about who they are as a company and how much they value women and believe in investing in us. This is a huge step in women’s collegiate athletics and I am so thankful to be a part of it!”

Taiyer Parks, junior Forward stated that she feels, “Blessed to have the opportunity to be a part of the MSUFCU family and is looking forward to setting an example for all the young girls out there.”

Laurel Jacqmain, graduate student Guard, added, “Thankful for this opportunity and to be part of such a great organization to represent and inspire young women.”

Jayla James, junior Guard, expressed gratitude when she said, “Thank you to MSUFCU for providing this opportunity and helping to make a change. Beyond grateful and glad to be a part of a big step, in a better future for female athletes.”

Nia Clouden, senior Guard, said, “I’m so excited that MSUFCU is supporting a group of hardworking women in the community.”

Brooklyn Rewers, freshman Center, added, “I am grateful to MSUFCU for the opportunity to represent such an amazing organization and empower female athletes.”

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named a Best Credit Union to Work For<sup>®</sup> by American Banker for the fifth year, a Top Workplace by the Detroit Free Press for 11 consecutive years, a National Best and Brightest Companies to Work For<sup>®</sup> winner for six consecutive years, and was named one of the top five Michigan credit unions in Forbes' Best-in-State Credit Unions 2021 list. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work<sup>®</sup> for nine consecutive years. MSUFCU has been recognized by the Credit Union National Association, earning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, Mich., has 22 branches, over 315,000 members, more than \$6.5 billion in assets, and nearly 950 employees. For more information, visit [msufcu.org](https://msufcu.org).

###