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## **AMERICANS FOR THE ARTS TO RECOGNIZE UMCU FOR EXCEPTIONAL COMMITMENT TO THE ARTS**

*Arts + Business Partnership Awards to Be Presented on October 15 at Virtual Gala*

Ann Arbor, MI (June 29, 2021) – Americans for the Arts announces today that the University of Michigan Credit Union, UMCU, has been named an Arts + Business Partnership Award honoree for 2021.

The Arts + Business Partnership Award is a national recognition given annually to businesses with mutually beneficial, innovative, and sustained partnerships with the arts. Each year, winners of this award are celebrated in October at the awards gala and become part of a network of like-minded businesses and leaders. These companies set the standard for excellence and serve as role models for others to follow.

University Musical Society (UMS) nominated the University of Michigan Credit Union for this award for their Arts Adventures Program. UMS and a panel of judges comprised of members of the Americans for the Arts Business Committee for the Arts—leaders in arts and business from across the country—selected the University of Michigan Credit Union to be considered among this year's award recipients.

"We are proud to nominate the University of Michigan Credit Union to highlight its steadfast commitment to sponsoring arts programming for the local community. Our partnership allows for programs like Arts Adventures to provide empowering arts experiences and create a lasting cultural resource for students and families in the region, both now and in the future," said Matthew VanBesien, President of University Musical Society.

UMCU's Arts Adventures Program was founded in 2016 with a \$1.5 million investment to establish the first corporate endowment for the University Musical Society and the University of Michigan Museum of Art (UMMA). The endowment allows UMS and UMMA to provide thousands of southeast Michigan community members, families, children, U-M students and faculty, and underserved communities with extraordinary access to affordable arts programming, education, and experiences.

Tiffany Ford, President and CEO of University of Michigan Credit Union, emphasized the importance of not only making arts more accessible through the power of partnerships but that the programs are a reflection of all people in southeast Michigan, “The University of Michigan Credit Union is committed to ensuring extraordinary arts experiences and programs are made widely available to all students and families in southeast Michigan while representing the vibrant diversity of our communities. We know that when you make the arts more accessible today, it opens up a world of opportunity that will have a long-lasting effect on future generations.”

Other honorees include:

**Audible (Newark, NJ)**

**NMG Network (Honolulu, HI)**

**Underestimated People of Purpose (UPOP) (Denver, CO)**

**Universal Orlando Resort (Orlando, FL)**

**Vestar (Phoenix, AZ)**

“We are excited to honor these exceptional businesses and individuals for their commitment to ensuring that the arts thrive in their communities,” said Nolen Bivens, President and CEO of Americans for the Arts. “They understand and leverage the power of the arts to encourage creative thinking, build healthy businesses and develop vibrant communities. Through partnering with the arts, these companies and leaders have enriched many lives and for that, set a true example for others to follow.”

The 2021 Arts + Business Partnership Awards gala is generously supported by premium product sponsor, Omaha Steaks, and The George Barrett and Deborah Neimeth Fund; Martha Rivers Ingram Advised Fund at The Community Foundation of Middle Tennessee; PNC St. Louis; and Universal Orlando Resort.

For more information about Arts + Business Partnership Awards, please contact Danielle Iwata at 212-233-2787 or via e-mail at [diwata@artsusa.org](mailto:diwata@artsusa.org).

### **About the University of Michigan Credit Union, UMCU**

The University of Michigan Credit Union is a member-owned, not-for-profit cooperative. Its purpose is to amaze UMCU members, the community, and its team by working together for shared success.

UMCU is the only credit union headquartered in Ann Arbor, Michigan. When established in 1954, there were 12 members and \$9 in assets. Today, UMCU has more than 100,000 members and more than \$1 billion in assets, and it continues to grow. With eight branches in Ann Arbor, one in Ypsilanti, a branch in Dearborn, and three branches in Flint, UMCU serves the financial

needs of the University of Michigan, Eastern Michigan University, Washtenaw Community College, and their surrounding communities. For more information, visit [umcu.org](http://umcu.org) or follow UMCU on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).

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