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VISA, IN PARTNERSHIP WITH BCU, AWARDS MEMBER IN A VISA 2021 NFL SWEEPSTAKES FOR BCU

CHICAGO – February 25, 2021 – Visa, in partnership with BCU, hosted the Visa 2021 NFL Sweepstakes for BCU, giving a member a chance to win the Grand Prize Trip package to attend Super Bowl LVI in Los Angeles. BCU members who used their eligible Visa BCU consumer or business debit or credit card from October 1, 2021 through November 30, 2021 were automatically entered for a chance to win and each eligible contactless Visa purchase with their contactless Visa BCU debit or credit card, or by using their Visa BCU debit or credit card with a payment-enabled mobile or wearable device received one bonus entry.

Winner Melissa L. from Grand Prairie, TX, received the news from Laura Keys, Branch Experience Manager at UnitedHealth Group Credit Union, a division of BCU, in January 2022. “I never win anything,” said Melissa, “Especially not something as big as this!” Keys reflected on her conversation with Melissa, saying, “She was in utter disbelief that she had won, so it was exciting to be able to deliver the good news and reassure her that, yes, she was indeed randomly selected!”

As a single mom of three, Melissa opted to receive the Grand Prize Cash Option instead and plans to save it for a family vacation when they feel safe enough to do so considering the pandemic. Melissa joined the Credit Union in 2018 and loves getting her paycheck earlier with Enhanced Direct Deposit.

The Visa 2021 NFL Sweepstakes for BCU is one of many promotions BCU has offered alongside Visa over the last several years, giving members automatic entries for simply utilizing the Visa BCU debit and credit cards that members love. “To be able to work with the National Football League through partnership with Visa and give away incredible prizes to our members is such a great experience,” said Maggie Garcia, BCU Vice-President of Deposits. “But it’s not just about providing these opportunities,” Garcia continued, “it’s about what they mean for our members. For Melissa, choosing the cash prize means she can make memories with her children and hopefully take a trip they likely haven’t been able to do in nearly two years.”



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*– Maggie Garcia, BCU Vice-President,
Deposits*

Providing the ability to make such choices is the impetus for the Credit Union’s commitment to its members. “Our mission revolves around Empowering People to Discover Financial Freedom,” said Jim Block, BCU Executive Vice-President and Chief Operating Officer. “To see members like Melissa feel empowered to utilize the prize in a way that works for her and her family – that’s what it’s all about,” Block continued.

About BCU: BCU is a purpose-driven organization that empowers people to discover financial freedom. With \$5B in assets, while being both not-for-profit and member-owned, the Credit Union is driven by the commitment to provide extraordinary service. BCU members enjoy access to financial services and well-being programming that inspire confidence through the brand promise “Here Today For Your Tomorrow”. Lifetime membership is offered to employees and families of America’s best workplaces and those living or working in Chicago-area communities. **To learn more about BCU, visit [BCU.org](http://bcu.org)**